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PUBLISHED MONTHLY SINCE 1894

**WAYNE WILSON**

editor

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**READER'S GUIDE**

VOL. LVII, No. 11, NOVEMBER 15, 1950

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**AN EDITOR'S MEANDERINGS**

**A**BOUT once a year we find it necessary off our chest. This is one of those times. Every once in a while some one gets started on a tirade against laundryowners in general. They are accused of being everything from short-sighted to just plain dumb.

In the first place, just because a person is in the laundry business, the man is not set apart from the other members of the human race. The number of men engaged in our business is large enough so that it forms a typical cross section of the population. If 20 percent of the Americans have a common shortcoming, then 20 percent of the laundryowners will fall into that class. If one percent of all people are geniuses, the same percentage of laundryowners will be rated as members of that group, and so on through all the variations, or mental strata that make up the great American public.

If a student of human behaviour wants to compare laundryowners to any other group of the same size, he would find the two patterns very much alike. There is a fine body of competent men in the industry. There are plenty of those with whom we do not agree, but they are entitled to their opinions just as much as we are. Besides, it is their money, not ours, that is invested in their plants.

The objections voiced by these self-appointed experts should be leveled at people in general, not just one small segment. The shortcomings they talk about are just as evident in other groups. It is true that any personal service industry is subjected to more scrutiny and is judged on a different basis than is a manufactured product. A person who buys an automobile and finds something wrong, or who has a part that fails to function doesn't write the factory. The best he can do is contact the local dealer who shrugs his shoulders and says he didn't build the car, but will do the buyer a favor by fixing it for a fee.

In contrast, observe the reaction of a disgruntled customer of a railroad or a hotel, both examples of service industries. From watching the offended railroad customer you would think that the porter or conductor is responsible for everything that happens on the entire rail system, including the weather. Or if it is a hotel and you overhear an irate customer telling the desk clerk off, you get the impression that the poor clerk built the hotel, made all reservations, ran the laundry and press shop, and made up the rooms.

Not all groceries are super markets, not all restaurants please the gourmet, and every laundry is not a model of perfection. But in each of these businesses a person will find some that are well managed, others that are marginal operations, and all shades in between.

Perhaps we are prejudiced, but we think that the managements represented in the laundry industry will stand up against any other group of business men who operate similar sized undertakings. It is to their credit that they are in business for themselves and do not feel that the world owes them a living.

Now I feel better.—Wayne Wilson

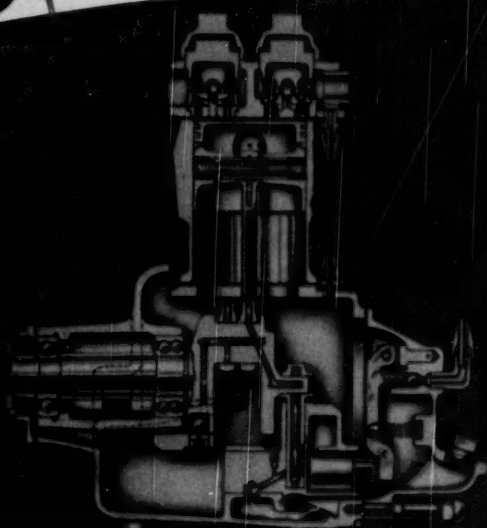
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\* Verbatim comments from report of Ross Federal Research Corporation's survey of reading preferences of laundry executives.

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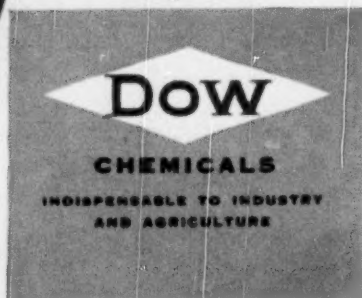
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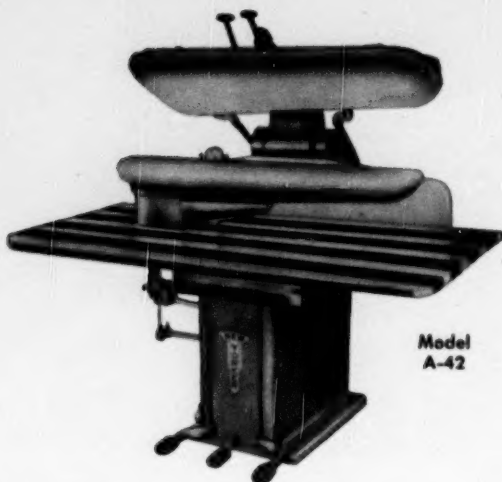
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# Starchroom Editorial

## MORE SALES STILL NEEDED

**T**HE laundry business can benefit from observing the department stores and the manufacturers of most consumer items. No sooner had the Korean situation developed than the public started a buying rush for items they assumed would be in short supply in a war economy. In spite of that activity the aggressive stores and manufacturers did not relax their sales promotion efforts.

Instead of concentrating on maintaining their inventories or trying to improve them, they continued to advertise, to include prices in their displays, and appeared to step up their selling efforts. Some consumer magazines have had their largest issues within the past 90 days,—concrete evidence of manufacturers' attitude toward sales.

In contrast, there has been a tendency shown by some laundryowners to assume that their sales problems will soon be over. They quickly recall the days of 1943-46, when they were being selective about customers, when all kinds of service restrictions had no effect on sales, and when their only concern about price was the OPA. It is conceivable that those days will never be repeated. It would be a healthy thing for the laundry industry if they are not.

Regardless of what conditions may develop, the laundry that continues its selling efforts will be in the healthiest position. Any ideas or hopes of laun-

dries being in a seller's market should never be considered. If any laundryowner feels that such a condition will eventually come about, he should not voice his opinion. He should not even think about it because if he does it will be reflected in his attitude and the sales department would soon become infected by it. If you think you would enjoy a seller's market and look forward to it, the best way to create it is to go after volume. If you do not want such a condition, it can be avoided by getting plenty of good stable business in your plant now, which will provide you with the wherewithal to keep your plant ahead of demand.

Recent laundry sales figures, and they are very fragmentary, indicate the usual fall upturn in business. It happens almost every fall and in itself should stimulate more laundry sales efforts. Take a leaf from the retail stores and sell the public when they are in a buying mood. It costs less and gets better results than trying to sell them on the down market.

Sales problems are still the laundry industry's main concern. They still require constant attention and ingenuity. Don't wait for defense efforts and spending to stimulate laundry service demand, because it is unlikely to react that way. Keep plugging on sales as if there was only one potential customer left and you had to have her business to stay open. ●

## THE SECOND YOUNG MEN'S CONFERENCE

**T**HE second young laundrymen's conference is being planned for early in February, 1951, to be held in Atlantic City. It will coincide with the National Institute of Cleaning & Dyeing's national convention. The details have not yet been announced, but it is not too early to start planning who is to attend.

The industry's first young men's conference was held in Chicago, March 9-11, 1950. Without qualification it was the best industry meeting ever held. Those of us who were privileged to observe that meeting came away with a new respect for the laundry industry and a renewed faith in its future. The convictions of President Fred McBrien which made the meeting possible, and the administrative work of the AIL staff in carrying out the details earned the gratitude of the entire industry.

The success of the first meeting challenges the AIL to maintain or even improve, if possible, the high standard of the program and the intense interest of the participants. The idea of selecting the speakers from the industry within the age group of the registrants was most popular. The frankness and sincerity of the speakers was stimulating. It is hoped the same policy will be continued, not to compare speakers of the first conference with those of the second, but to further stimulate the spark and enthusiasm of the meetings.

The attendance eligibility rules for this coming meeting have not been publicized, but we assume they will be the same as last year's. If so, any "young" man who has not passed his fortieth birthday, and who is connected with the laundry industry may attend. He does not have to be a graduate of the AIL School or the Ohio Mechanics Institute. The plant with which he is connected does not have to be a member of any trade organization. All that is required is the ability to get to the meeting, a genuine interest in the laundry industry, plus a thirst for more information about productive methods, administrative problems, and sales techniques.

It is a responsibility of the managements of all laundries to see that their young men attend this coming meeting. As has been pointed out repeatedly on these pages, the present owner's investment in his laundry is no better than the quality of management that will succeed him. The only exception is the plant that is being gradually liquidated so that by the time the present owner retires there will be nothing left; otherwise continuity of good management is a must. The contacts and information received at these young men's conferences will repay the costs many times over.

Start today to examine your personnel to determine who is eligible. Insist that they plan on being at the second young laundrymen's conference at Atlantic City. ●

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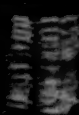
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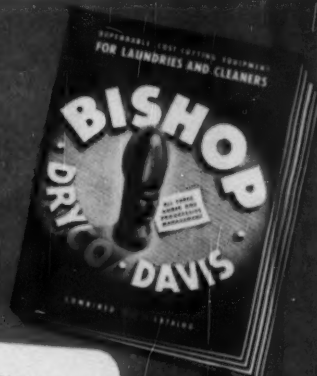
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Retailers and laundryowners from Boston attending the clinic held at the Copley Plaza Hotel in Boston

## RETAIL STORE EDUCATION

### Store Personnel Learn About Textile Maintenance at Laundryowner Clinics

By WAYNE WILSON

**T**WO separate laundryowner associations took advantage of the Boston AIL convention to hold retail store personnel education meetings. The first was sponsored by the Hartford County Laundryowners. In conjunction with the retail store division of the Hartford, Connecticut, Chamber of Commerce, a clinical program was held for 50 of the top buyers and store people of the city.

The meeting took place at the New England Laundry. The first speaker was Ward Gill, director of Institute promotion, AIL, who attended the meeting while en route to the Boston convention. He told these retailers of the development of the AIL Seal of Washability program and its acceptance by the textile industry.

The second speaker was Albert Johnson, director of trade relations for the National Institute of Cleaning and Dyeing. He brought examples of unserviceable merchandise to show the audience. His talk covered the work of his office as well as some of the problems of the drycleaner.

Following these presentations the discussion was opened to questions from the floor. The store people evidenced more interest in drycleaning problems and failures than they did in the laundry field. Either their experiences and relationships with the laundries have been more satisfactory, or none of their customers use laundry service.

The second meeting was a luncheon given by the Laundryowners' Bureau of Boston. It, too, was a joint undertaking, with the Boston Retail Board of Trade, Boston Better Business Bureau, the American Institute of Laundering, and the laundryowners participating. This event opened with a conducted tour of the exhibits held in connection with the AIL convention. Following the study of the exhibits a luncheon was held



Retailers at Boston clinic, left to right: Grace Sterling, Conrad's; Gertrude Mackie, Gilchrist; Gordon Rayner, Laundryowners' Bureau of Boston; Constance Buffum, Gilchrist; and Lorraine Mason, Gilchrist



Hartford retailers attending a clinic held at the New England Laundry. Laundryowner group and Chamber of Commerce sponsored meeting

for the store personnel and members of the Bureau at the Copley Plaza Hotel.

After the lunch George Johnson, vice-president, AIL, talked on "Textiles Today." He was followed by Ward Gill, who brought the Boston retail sales people up to date on the reasons behind the Washable Seal program.

These two meetings, made possible by the availability of AIL staff members, were substantial contributions to a better understanding between the textile maintenance and textile selling businesses. In both of these events the retail personnel were very appreciative of the opportunity to learn more about textiles and what happens to them after they leave the store. ●



Barney Vander May, president of the Staten Island plant, poses beside the truck sign which advertises service shaped to meet self-service store competition.

**F**IGURING charges with a pricing system similar to that used by the self-service laundry stores, the Blue White Laundry Co. emphasizes that the commercial laundry does it better—for less. In the past three months the Staten Island, New York, firm has had excellent success with "Budget Wash," a damp service priced under the formula employed by the wash-while-you-wait operations.

Barney Vander May, president of the company, feels that wet wash has long been the "feeder" for the laundry industry. He contends that many housewives

By JOHN J. DUNN

## BUDGET

Use of Self-Service

Economy of Laundry's

**THE MOST WELCOME LAUNDRY NEWS SINCE SOAP!**

**Blue White's**

**BUDGET WASH**

SENSATIONAL NEW SERVICE THAT GIVES YOU

**9 44¢**

**LOWEST PRICE IN LAUNDRY HISTORY**

**HERE'S HOW BUDGET WASH WORKS**

The "Budget Wash" plan gives you nine pounds of white wash for the low price of 44 cents. (Additional charge for extra pounds.)

Blue White Laundry Co., Inc., 1234 Broadway, New York 1, N.Y.

**DIAL GI-2-8210 NOW**

Leaflet introducing new service explains how pricing is figured

who might hesitate at the cost of all-finished might be won as damp customers and later sold on the value of more expensive services. In the last several years too many of these prospects have been lured away by the specious economies of the self-service stores. Reviewing the steady slump in new damp-service customers, Mr. Vander May felt it was time to do something about the situation. Budget Wash was the result of his consultation with the other two company officers, Frank Woodhouse, vice-president, and Louis Krieger, sales manager.

The service offers nine pounds of white wash at 44 cents. Additional laundry is charged for at the rate of 44 cents for each nine pounds or any fraction thereof. (On this basis, 10 pounds of work should be 88 cents, but actually the extra charge is not made until the bundle hits 11 pounds. The plant has found that many household scales are not completely accurate, and the laundry would rather stretch a point for the customer than give the appearance of sharp dealing.)

Silks, wools or colored articles which cannot be handled in a regular white wash are separated and an additional charge of 20 cents is made for each separation. The four classifications, other than the basic white wash, are standard in the industry: (1) light colors such as house dresses, (2) dark colors including sox, overalls, etc., (3) silks and (4) woolsens.

Shirts to be finished are not handled out of this service. If the customer doesn't want these pieces finished, they are processed like any other items of wearing apparel and returned damp. If the shirts are to be finished, they are segregated by the customer or the routeman and entered on a separate ticket as a list price bundle.

A laundryman selling a regular service at a pound



Newspaper ad pokes fun at men who have to lug family bundles to self-service stores. Note effective use of "before and after" technique

# WASH

## Price System Emphasizes Competitive Damp Bundle

price might very well object at this point: "Sure, 9 pounds for 44 cents sound swell but the offer has a hell of a lot of hooks in it—this gimmick of pricing in units of nine pounds and the business of charging extra for separations." In truth, Mr. Vander May reports that customers understand the pricing of the service and readily accept it. The explanation undoubtedly lies in the fact that the charges are similar to those universally employed in self-service stores. If a housewife takes a bundle of, say, 12 pounds to the home-type washers, she knows she will be required to rent two machines and purchase supplies for both loads. Moreover, she doesn't expect to wash sox with sheets.

Pricing on the self-service basis gives Blue White an opportunity to answer one of the biggest sales arguments voiced by the wash-while-you-wait operators; namely, economy. A newspaper advertisement used to launch Budget Wash added up the cost of a nine-pound bundle processed at an average self-service store. Washing 25 cents, soap 5 cents, bleach 5 cents, bluing 5 cents, damp dry service 10 cents, and delivery 25 cents totaled 75 cents a compared to 44 cents charged under Budget Wash. Even discounting the delivery charge, Blue White still shows a 6-cent advantage.

One of Mr. Vander May's initial problems in starting Budget Wash was selling the route force on the service. At first glance the salesmen didn't relish the prospect of trundling around town on time-consuming 44-cent stops. Management felt most bundles would exceed the bare minimum and made a special effort to point out the opportunities for converting the customers to higher priced services. The routemen fell in with the plan and have been unusually successful in upgrading Budget Wash accounts.

An analysis of all Budget Wash handled during the first three months shows that the average bundle sells for 93 cents. The price per pound under the service averages out to 64 cents. Over this period every 10 bundles produced four separations for which extra levies are made. That is, 80 cents in classification charges result from every 10 orders. As might be expected, light colors constitute the biggest part of the classifications, making up about 50 percent of the total. Dark colors place second with 25 percent, while silks and wools are far down the line with 15 and 10 percent respectively.

The advent of Budget Wash has completely reversed the plant's volume trend in the non-finished service. Mr. Vander May reports that during the past three years the firm's damp work showed a steady decline of approximately 20 percent a year. In only three months the emphasis on Budget Wash has brought this year's damp work volume back to the 1949 level.

Blue White's regular damp service is sold at 9 pounds for 89 cents and 5½ cents for each additional pound. All things considered, Mr. Vander May estimates that the firm would make just as good profits if all damp services were handled under Budget Wash. The Staten Island laundryowner reports that if he had known three months ago what he knows now, he might have launched the new service at a 39-cent price.

At a time when laundryowners in all parts of the country are wondering what, if anything, they are going to do to meet the competition of the self-service laundries, Blue White has stepped out along one vigorous approach to the problem. ●

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1900's by giving the auto  
world a whole new way of moving  
around freely.



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in 1908 with its ultra-modern, built-for-delivery  
"BUDGET-WASH," the best-priced "detergent and  
delivered" service anywhere — to families all over  
States land.

**"BUDGET WASH"**  
**9<sup>9</sup>** PICKED UP  
AND DELIVERED  
DAMP DRY IN  
LBS. ONLY 48 HOURS **44<sup>c</sup>**

Our service anywhere now at such this value! "Budget Wash" cleanses your  
laundry items in hot and automatic washing cylinders at the same time.  
A call to GL-2-8220 brings a friendly Blue White woman to your door.  
From then on, your loads of white wash in our representative's.  
wash it to softness, water saving and exclusive formula give it four  
separate soap baths and six separate rinsings, finally it's 100% security  
dry, and delivery is guaranteed clean, sparkling white—ready for your use.  
Only a slight additional charge of 10 cents per classification if you include  
colored articles, dyes, or wrinkles.

Call for "Budget Wash" today!



One Call  
Saves All  
Your Cleaning  
Problems

Blue White does a better  
job on all your clothes in  
day cleaning and dry clean-  
ing, or not. Change to  
Blue White today!

CLOVE RD. AND CARY AVE., WEST BRIGHTON

**DIAL GL-2-8210**

Another advertisement in Blue White's newspaper series stresses the history-making aspect of the plant's new economy service. Other ads in series are varied by using other inventors to key sales message.

# WASHINGTON DEVELOPMENTS

By HAROLD K. HOWE

Manager, Washington Office  
American Institute of Laundering

*Editor's Note: The following article is taken from a talk given by Mr. Howe at the 63rd annual convention of the AIL in Boston, Mass.*

**T**HE latest Washington developments fall into three general categories: (1) Domestic Legislation; (2) Defense Mobilization; (3) Economic Controls.

## Domestic Legislation

The two most important pieces of Legislation that the Congress passed this year were the money bills and the social security act amendments. The social security amendments were technical and quite far-reaching. Of specific interest to laundryowners are the following:

1. Continuance of the present tax rate of 1½ percent on both employee and employer alike for three more years, until January 1, 1954.
2. Increase in tax base from first \$3,000 of employee earnings per year to first \$3,600.
3. "Bobtails" are specifically designated as employees.
4. Sole proprietors, men in business for themselves can now get in on the social security pension program by paying 2¼ percent of their first \$3,600 of earnings.
5. Benefits have been increased by about 77 percent, on the average.

The money bills were chiefly notable for their terrific size, totaling some 50½ billions of dollars. Instead of reducing taxes, we got slugged with an increase. Generally speaking, corporate taxes got an increase of some seven percentage points starting next year—this year the increase is about half that much.

If the Democratic party holds its present majority approximately in both Houses or improves its position generally you can expect legislative action on the following:

1. Repeal of the Taft-Hartley law.
2. Increase in the minimum wage to \$1.00 per hour.
3. Eliminate all exemptions under the wage-hour law.
4. Increase unemployment compensation taxes, wage base, benefits, duration of benefits and eliminate merit rating.
5. Passage of anti-merger bill.
6. Enactment of labor extension service bill.
7. Amend anti-communist law.
8. Pass Brannan farm plan.
9. Federalized medicine.
10. Civil rights program.

And necessary defense and money bills.

If the Republicans should gain control of either or both houses, you can expect:

1. Strengthening Taft-Hartley law.
  2. Reduction in unnecessary expenditures.
  3. Little general labor legislation.
  4. Overhauling the farm price support program.
- Plus necessary defense measures.

In either case you are going to get:

1. Extension of rent control.
2. Universal military training.
3. Another tax increase on business.
4. Some kind of an excess profits tax, quite probably retroactive to part of 1950 earnings, but not so severe as during World War II.

## Defense Mobilization

Many months ago, some of the far-sighted leaders in our industry like Fred McBrien and George Klinefelter started needing us fellows in Washington about mobilization planning. So, the Washington representatives of the laundry, drycleaning, linen supply, industrial laundries and diaper service industry all got together and formed an informal committee of the gang who had worked so well together last year on the wage-hour fight. We called ourselves the National Planning Committee for the Textile Maintenance Industries.

The committee members are: Norbert Berg, managing executive, and Max Feinberg, counsel, for the NICD; Stanley Posner, counsel, for the Linen Supply Association of America, The National Institute of Diaper Services, and the Institute of Industrial Launderers, Inc.; and Jack Lane, counsel, and yours truly for the AIL.

In the field of civilian defense the national planning committee is working with the National Security Resources Board's office of civilian defense and with the Red Cross disaster units. Another phase of civilian defense has brought us into contact with the Atomic Energy Commission to explore the problems presented by an atomic bomb attack and consequent radio-active clothing and materials.

Another area of national planning committee operation is in direct contact with the military—through the munitions board and with the various laundry and drycleaning branches of the armed services. We have been working with William S. Fairhurst, in the Pentagon who handles the laundry and drycleaning problems for the air forces.

Probably our most immediate everyday problem is "manpower."

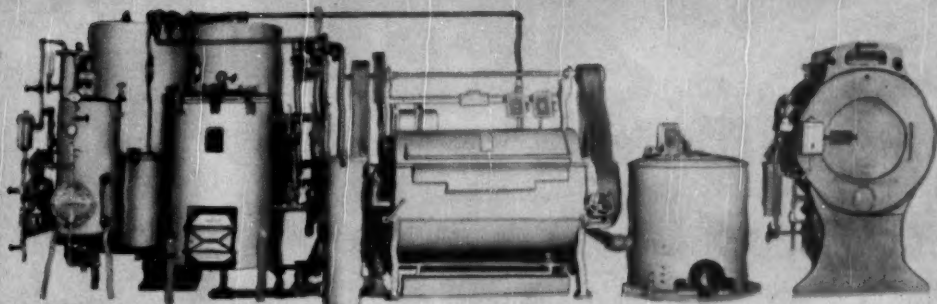
Of this problem we have, of course, been working with General Hershey's selective service system, but there is little that can be done at the national level—the local draft boards are pretty much autonomous.

So far one of the key tools in this manpower problem is a list of critical occupations put out by the Department of Labor and a list of essential activities put out by the Department of Commerce. The draft boards haven't used these lists up to now. (Continued on page 20)

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Pantex 140° F. Safety Solvent Drycleaning Systems are engineered to give you —

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The wide acceptance of Whitehouse "BLUE STREAK" nets has achieved such proportions that leading laundry operators have told us that they consider these long-lasting nylon nets STANDARD FOR THE LAUNDRY INDUSTRY.

In the relatively short time since their introduction, the use of "BLUE STREAK" nets has spread to all sections of the country. Why have these nets enjoyed such widespread popularity?

Users tell us that "BLUE STREAK" nets have brought them many advantages. For example, "BLUE STREAK" nets make possible:

**1. INCREASED PAYLOADS.** Lightweight, non-absorbent, "BLUE STREAK" nets permit approximately 20 per cent greater payload in the washwheel.

**2. EASIER CLASSIFICATION. "BLUE STREAK"**  
nets come in six colors and white—make classification simple, reduce claims and confusion.

**3. SAVINGS ON SUPPLIES.** These amazing nets won't absorb soap, bleaches, and other chemicals.

**4. SAVINGS IN LABOR, SAVINGS IN POWER, SAVINGS IN WATER AND STEAM**—and very important.

**5. SAVINGS IN REPLACEMENT COSTS.** Constructed of a special heavy-filament nylon, "BLUE STREAK" nets *outlast* nets made of other materials.

**See for yourself what "BLUE STREAK" nets can offer you in dollar savings and simplified operation! Your jobber will be glad to fill your order for a trial shipment. Call him today. Or write us for more information.**

**WHITEHOUSE PRODUCTS, Inc.**

**360 Furman Street, Brooklyn 2, N. Y.**



(Continued from page 18)

**Economic Controls**

Together with other trade associations we tried hard to get some favorable provisions in this legislation during its enactment, but Congress was geared to haste and emotionalism. The result, the Defense Production Act of 1950, is a grant of authority to the President in such broad terms that we will have to await the administration of the authority to see just how much our industry will be affected.

As examples of the tremendous power conferred upon the President are the sections giving him authority to requisition any equipment, supplies, materials or facilities needed for national defense and providing some two billions of dollars for government guarantees, or loans, to provide equipment and plants to expand productive capacities and supplies or develop technological processes needed for national defense.

But the big job on priorities and allocations, except for transportation, agriculture, fuels, and power, has been handed to Secretary of Commerce Charles Sawyer.

The bulk of the Department of Commerce work load will fall on H. B. McCoy, director of the Office of Industry and Commerce. Most of Mr. McCoy's present staff will be absorbed into the national production authority to form its operating nucleus, but they still will have to build up their staff extensively.

Control of consumer credit and real estate credit is vested in the Federal Reserve Board. They have already reissued their "Regulation W" on installment buying controls and the new rules on real estate credit are in the works. We can expect some further restrictions on installment buying, probably not increased down payments, but shorter time to pay off the balance.

**Price and Wage Stabilization**

This is where the shoe will pinch the most for laundryowners. This is the most controversial and longest section of the Defense Production Act.

First, it provides that the President may encourage and promote voluntary action to control prices and wages by business, agriculture, labor, and consumers.

Secondly, if voluntary action doesn't work, the President may establish ceilings on the price of any individual material or service and at the same time must "stabilize" wages, salaries, etc., in the industry or business producing the material or performing the service.

Thirdly, the President is required whenever ceilings on prices have been established on a substantial part of sales at retail to impose ceilings on prices generally, and to stabilize wages generally.

The President is required to consult with those industries affected before imposing price and wage controls.

Whenever price and wage controls, and rationing at

the retail level are applied generally over a substantial portion of the nation's economy, a separate, new and independent agency is required to administer those controls.

Now, what has the President done with all this congressional red tape and authority? Well, he's issued two executive orders.

One requires all businesses to preserve their records of prices and costs of the period May 24—June 24, 1950.

The second set up a new independent agency to administer price and wage controls, known as the Economic Stabilization Agency.

**Defense Program Cost**

Now we come to the last part of the discussion. This is mostly scuttlebutt—much fact mixed with some fancy.

First, how much of an impact will the present defense program have on our economy? Well, they have appropriated so far:

\$13,294,000,000	For regular fiscal 1951 defense
11,000,000,000	Special Truman request
4,000,000,000	Military aid to friendly nations
260,000,000	For atomic energy commission
599,000,000	For stock piling
1,250,000,000	Military aid to western Europe previously authorized
<b>\$30,403,000,000</b>	

That's \$30,500,000,000 out of a gross national product of \$280,000,000,000 or about 11 percent.

But money figures are misleading. We now have a 56¢ dollar—today's dollars don't buy as much as during World War II. And the equipment today is even higher precision—more costly hours of labor per unit than last time.

Generally speaking, \$30,000,000,000 will only buy what \$6,000,000,000 bought during the last war. Then we were spending for defense at a rate of \$90,000,000,000 per year. So it's 6 compared to 90 or a 1/15th as big program in terms of material used—that's about 6-2/3 percent.

What does our apparent military success in Korea mean to the country?

Well in the first place the \$30,000,000,000 defense program will go on as planned. That money never was for equipment for use in Korea. That's a long term military program for a standing army of 3,000,000 men.

The general feeling is that war with Russia is not imminent and not necessarily in the cards at all, as long as we're prepared. Wars like depressions seldom come when everybody is expecting them. The present administration is convinced that a show of force—an adequate state of preparedness and a willingness to go to war—are the only things the Kremlin understands. We must do those things to prove to Russia that we are not a decadent race and are not to be pushed around. ●

**LAUNDRY BUSINESS TRENDS****New York**

Sept. 23—1.7% less than last year  
 Sept. 30—0.7% less than last year  
 Oct. 7—1.9% more than last year  
 Oct. 14—5.6% less than last year

**New Jersey**

Sept. 23—3.9% less than last year  
 Sept. 30—2.2% less than last year  
 Oct. 7—0.6% more than last year  
 Oct. 14—4.5% less than last year

**New England**

Sept. 23—2.2% more than last year  
 Sept. 30—1.2% more than last year  
 Oct. 7—8.8% more than last year  
 Oct. 14—5.1% more than last year

M. R. Weiser &amp; Co., New York

M. R. Weiser &amp; Co., New York

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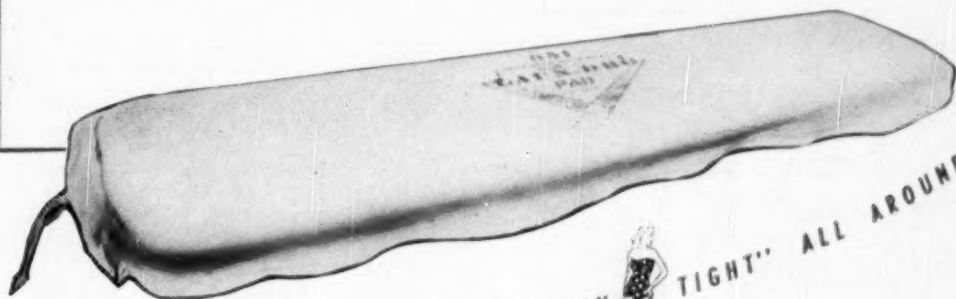



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Stuffing dollars  
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Your hard earned profits are wasted on old-fashioned cotton and flannel padding. Sensational new Arrow Laundro-Pads give up to 20 times longer service . . . remain resilient for months! Tests prove you can repad as little as four times a year instead of four times a month! What's more, operators report faster, easier, better results on presses equipped with Arrow Laundro-Pads. Plant owners from coast to coast verify these amazing facts. Send for new literature explaining in detail how you save with new Arrow Laundro-Pads. Custom sizes available to fit all leading laundry presses.



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# Rhapsody in Bellew

**F**ROM Chicago comes this month's material. Chicago, the city where Bellew can be depended upon to get utterly lost within three blocks of the Loop. This last visit resulted in a new record—complete confusion just two blocks from same

## Damp Assembly Flying Saucer

There was a delegate at the Boston convention who went around asking people if they wanted to see a "Flying Saucer" . . . seems all you had to do was to trip a waiter. (I should get a medal for the way I cleaned that one up!)

Truth is, I saw a "flying saucer" in a Chicago plant. That's what they called their revolving bundle table in the damp assembly department. It was shaped like a big saucer, and it did revolve! It certainly didn't look as if it would stand up under the weight of the big loads of bundles from the hoist unloading extractor, but it did. In fact, it stood up from two extrac-

tor loads, and still turned easily, with no trace of binding whatever. So, I looked closely at its construction.

Offhand I judged it to be about eight feet in diameter, and it was made of quarter-inch sheet metal. The bottom was partly flat, in the best saucer tradition, with one piece of heavy 10-inch channel iron across this bottom. Four pieces of two-inch channel iron welded to this larger channel iron fanned out like spokes on a wheel to help support this big table. The whole affair pivoted on a truck axle set into a four-inch pipe which was, in turn, set into the concrete floor about three feet. The 10-inch channel iron was welded to the wheel end of the axle, and even the wheel hogs evidently had been used for greater strength, since a rounded hubcap was prominent on the inside of this "saucer," most likely as a cover for the protruding lugs. A conventional car axle had been tried first, but the bearings weren't strong

enough to keep the table on an even keel, and soon wore out. A heavy duty truck axle solved that problem. ●

## Net Saver

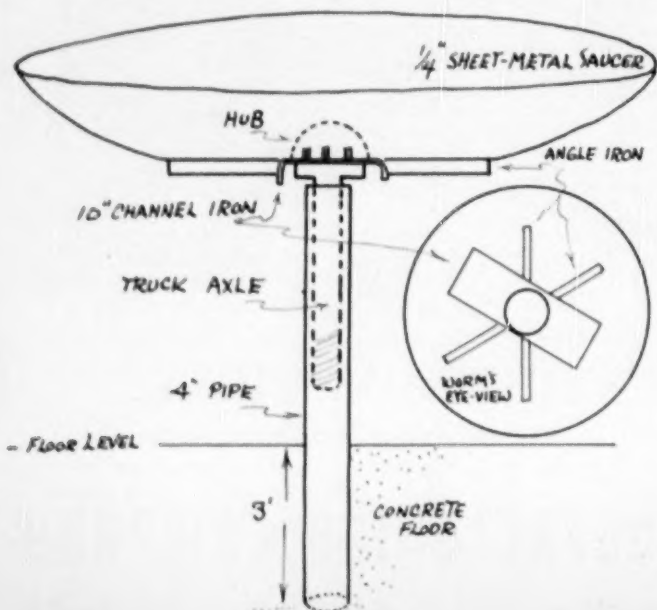
Want to save some money on cotton nets? Many launderers, to



my knowledge, get a lot of extra mileage by patching their worn nets. Just about as many more figure the time spent in patching isn't a saving at all. So, here's another angle. This operator doesn't patch the holes in his nets, he merely sews around the small holes, or sews clear across the whole width of the net if the entire bottom is shot, thus keeping them usable for a while longer. In many cases where the bottom is completely worn out, he sews the neck of the net shut, cuts off the ragged edges of the part that had the bottom, and uses this end as the neck of the revamped net. Naturally, these repaired nets are much smaller, in most cases, but they're still usable for hanks and socks. Claims he's cutting his net costs nearly in half. ●

## Basket for Tumbler Unloading

Here's another that doesn't give me much chance to use the old pen and ink. In this plant, one boy loads and unloads eight tumblers, while two girls do all the folding and wrapping of this dried work. While the boy follows much the conventional method of replacing the dry work in its original net for delivery to the folders, he does one thing that saves the girls a lot of work. Tumbled work from the occasional large bundle is placed in a small basket on wheels for delivery to the folders. This saves the





## THOMPSON-HAYWARD *"Use-Tested"* DETERGENTS Do Make a Difference



Displaying proof of whiter whites, brighter colors, and better quality all the way through makes your routemen's selling job easier, more productive. Thompson-Hayward "Use-Tested" Detergents produce results that give them top-

notch quality to sell and help turn new prospects into steady, profitable customers.

Your Thompson-Hayward salesman-serviceman will welcome the opportunity to demonstrate and prove the dependability and quality of all Thompson-Hayward "Use-Tested" laundry products.

For More Business Tomorrow Put Thompson-Hayward Detergents To Work In Your Washroom Today



### Wash-Tex

Eliminates use of soap on greasy rags and overalls. Highly effective as a break powder on colored and white work.



### Hy-SOL Medium pH

These quality soap builders supply all the necessary properties of a complete detergent. They assure quick wetting and colloidal action, emulsify mineral oils, saponify fats and vegetable oils, neutralize acid dirt and prevent redeposition of oil.



### Ultra-SOL High pH



### NU-SOL Mild pH



### DIS-PER-SOL

Designed to give maximum soil removal on the break.



### P. M. Soap

A complete soap for use dry on the wheel.

# THOMPSON-HAYWARD

## CHEMICAL COMPANY



LAUNDRY DIVISION

KANSAS CITY, MISSOURI

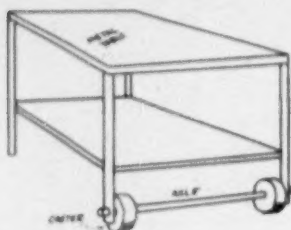
MINNEAPOLIS • OKLAHOMA CITY • N. LITTLE ROCK • SAN ANTONIO • DES MOINES • DAVENPORT • NEW ORLEANS • ST. LOUIS  
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folders the trouble of emptying out large bundles of work from the nets. While little orders are simple to shake out of a net, it takes considerable time to empty a net that is jammed with work. Four of these baskets on wheels have been found to be just the right number to take care of the work going through these eight tumblers. ●

#### Wheels for Heavy Tables

Many plants sport those nice heavy-duty metal tables for folding and stacking (that is, they're



nice until it's necessary to move the things). To whip this problem, the Capitol has attached an axle and a couple of heavy-duty casters to the front two legs of their metal tables. These casters are so placed that this end of the table is only a quarter-inch higher than the other end of the table. You move the thing around like a wheel-barrow, yet, when the table is being used, these unadorned back legs prevent its moving from position. ●

#### Stamps for Weighing

Tommy Short, superintendent at the Capitol Laundry, showed me how they've made it easier on the office girls to decipher the scrawls on the tickets that are supposed to denote the weight of the bundles. Rubber stamps, with large  $\frac{3}{8}$ -inch numbers, from number one to 64, have been mounted on a board at the weigher's scales. Now, when a bundle is weighed, the corresponding stamp is taken from this board and the number is stamped on the ticket. No more wasted time in the office when the bundle is being priced.

Using a 200-pound scale, this board, which measures about 24 inches by 24 inches, is set at an angle on the face of the scale so that it covers the weights from the 100-pound mark to the zero at the top. If any bundle weighs more than 100 pounds the weigher needs only to peek around behind the board to see the correct weight. (No doubt Al Weinberg would be happy

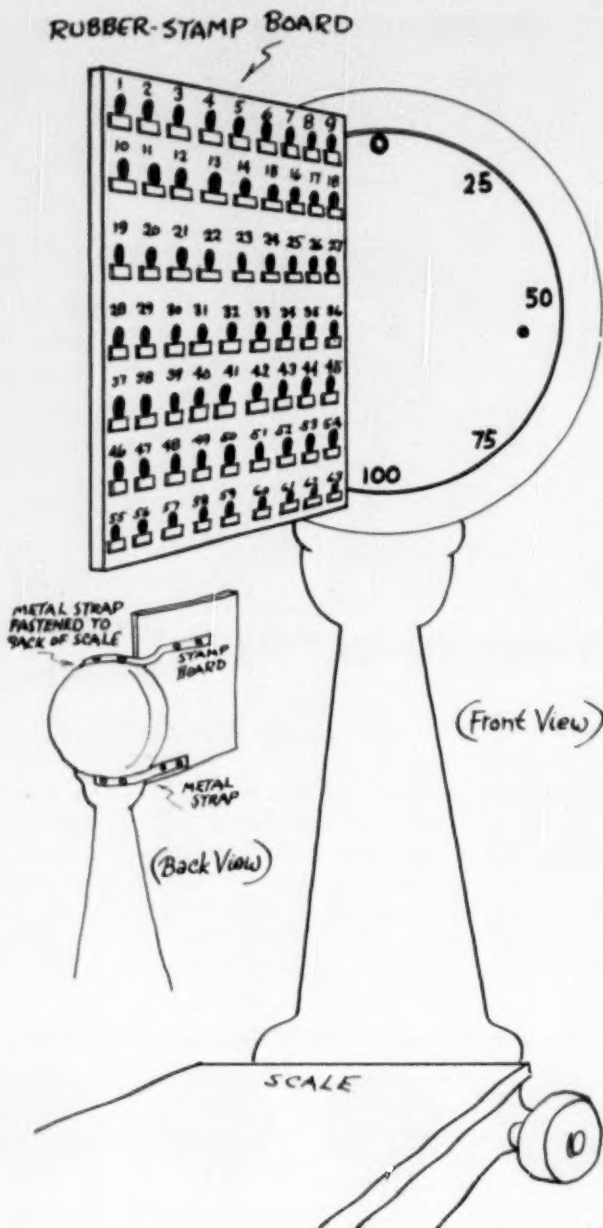
if all the bundles weighed over 100 pounds!)

This board is held in position by metal straps fastened to the back of the scale. Arranged in numbered rows, each stamp is held in place by a finishing nail through a hole in its handle. ●

#### Leverage for Control Wheels

Small control wheels on steam

valves are a blasted nuisance in a lot of plants, especially where it's up to the ladies to shut off the steam lines at their presses. It's tough enough for men to be sure the valves are actually tight enough not to leak. For these small controls, lengths of easily drilled, easily cut sections of electrical conduit can be fastened across the



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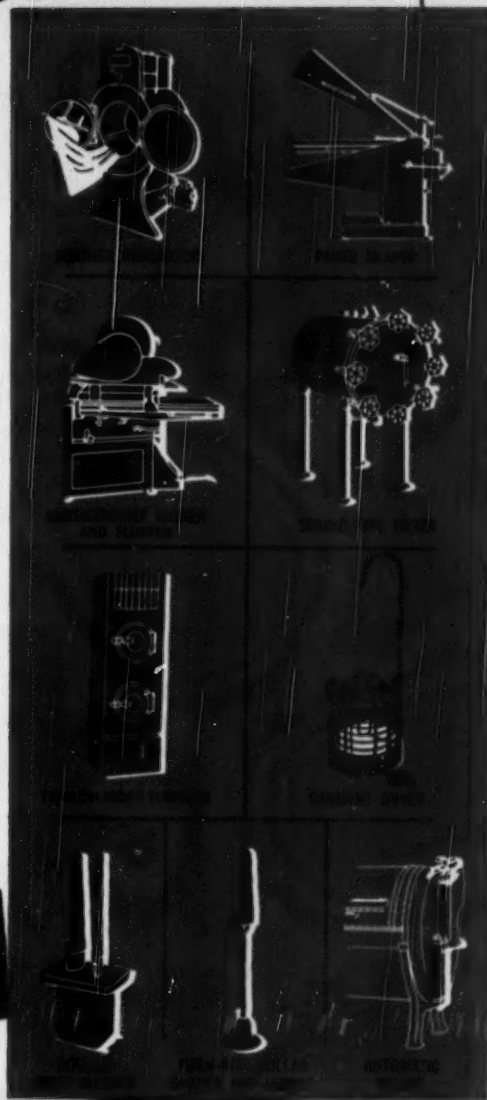
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# NATIONAL'S ANNUAL GUIDEBOOK

**an operating guide:**

Charts, graphs and tabulated information covering all phases of drycleaning plant operation and production. Basic textbook information in a handy reference form, useful day in and day out to all plant executives.

**a buyers' guide:**

**CLASSIFIED DIRECTORY**, listing in a single section all kinds of drycleaning equipment and supplies and manufacturers of these products, arranged for easiest reference and quick and sure finding of buying information.

**TRADE NAME DIRECTORY**, listing trade names and manufacturers of equipment and supplies used by the drycleaning industry.

**MANUFACTURERS' DIRECTORY**, providing an alphabetical list of manufacturers and their home office addresses.

**LOCAL BUYERS' GUIDE**, a geographical directory providing complete information on addresses of manufacturers' branch offices, distributors and jobbers.

**DETAILED BUYING INFORMATION** supplied in display advertising of leading manufacturers and sales organizations, by informational ads throughout the Classified and Geographical Directory Sections.





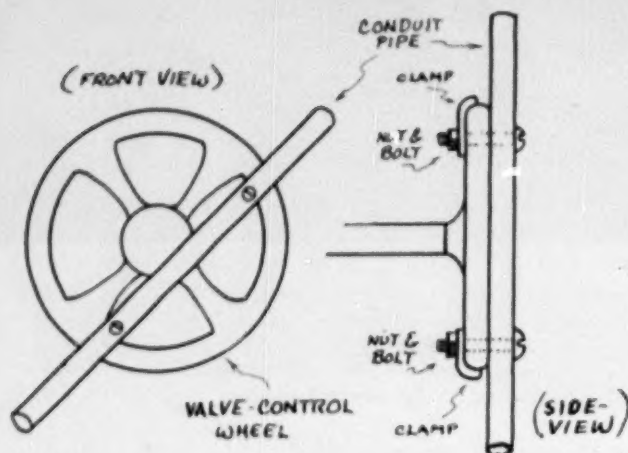
Over a dozen different approaches to the marking and assembly problem are thoroughly, simply explained in the January 1951 Guidebook of the Drycleaning Industry, a long needed task of research never before completed and presented to the whole industry.

- ◆ What are the purposes of marking and assembly?
- ◆ How are the various methods different from each other?
- ◆ Can the costs of operation be easily compared?
- ◆ What is the effect on lot systems?
- ◆ Can classification be made easier?
- ◆ Is more production information available?
- ◆ Will claims be cut, customers made happier?
- ◆ What's the tie-in with drivers and salesgirls?
- ◆ Where does pricing fit in?
- ◆ Just how much supervision is needed?
- ◆ What type of employees are best suited to this department?
- ◆ Can good sales control be established?
- ◆ Can paperwork be reduced without losing efficiency?
- ◆ Could management have complete control?

**JANUARY, 1951**

Issue of

The **NATIONAL CLEANER & DYER**



small wheels to provide a lot more leverage.

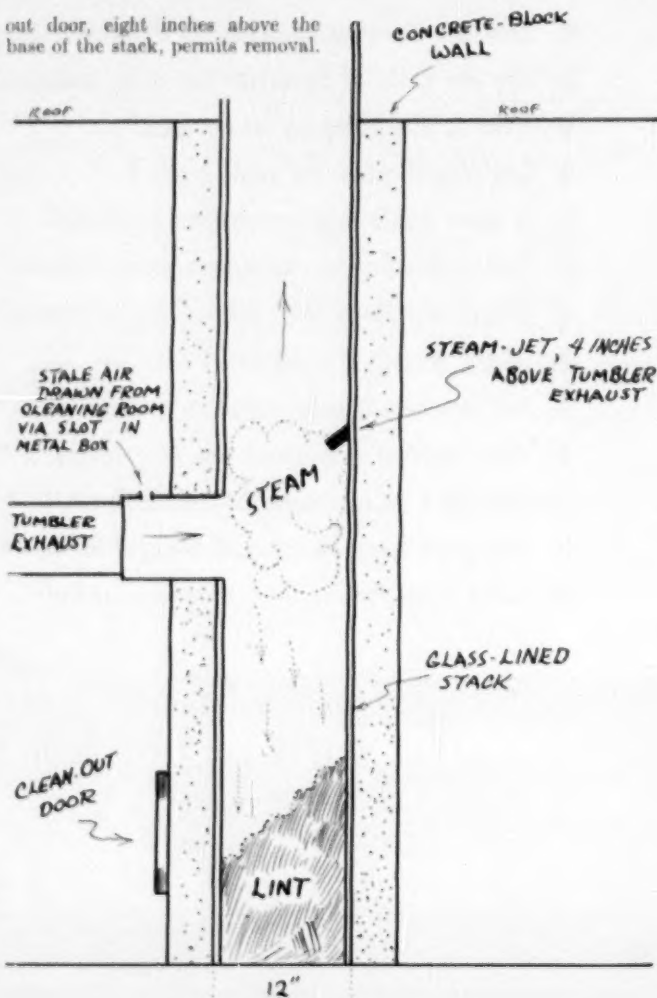
The simplest way of attaching these pieces of conduit across the wheels is to drill the conduit for two bolts that can be run through and fastened to curved clamps on the back side of the wheel. ●

#### Another Lint Trap

Now here's one I ran across in a cleaning plant. It solved this cleaner's tumbler lint problem, but remember, this is a drycleaning plant... he doesn't know what lint trouble is in a laundry. The control essentially is this: a jet of steam envelopes the lint as it enters the exhaust stack from the tumbler exhaust pipe. The lint is dampened and falls to the bottom of the stack where it is removed through a cleanout door. Until now I'd heard rumors of such a thing but never saw one.

To start at the beginning, this cleaning plant has four tumblers that exhaust into individual chimney-like stacks in the wall between the cleaning room and the boiler room. These exhaust stacks are 12 inches by 24 inches and extend a couple of feet above the roof, with open tops. ("The more water that comes down them, the better," says the owner.) The entire inside of each stack is made of  $\frac{1}{4}$ -inch glass, square-cornered sections which are set so that there are no edges to catch and build up lint (and nothing to rust out, either). At a point just four inches above where the tumbler exhausts into the stack, a steam jet (water spray could be used just as effectively, he says) sprays into the stack and wets the lint. This causes the lint to fall to the base of the stack where a clean-

out door, eight inches above the base of the stack, permits removal.



According to the owner, this system operates 100 percent for him, but it's hard to believe, isn't it? What I could believe was his statement that the cost of the installation was almost prohibitive. Believable enough is the fact that it is fireproof. Why not? Concrete block sides, with poured cement between the glass and the concrete blocks? Should be fireproof.

Just thought you'd like something to sink your teeth in, my friends. (Now some hundreds of launderers will write me that they've been doing the same thing for 50 years.)

Closing thought for the day... "Only presidents, editors, and people with tapeworms have the right to use the editorial 'we'." ●

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**detergents**



**kind**  
**to**  
**bundles**

You, too, will find that Metso Detergents are real allies for quality work — whites as well as colors. They help by building the maximum efficiency in your washwheels to restore the whiteness of customers' linens. Colored loads are snappy, clear tone and bright.

Metso's high dirt removal rate is due to the balanced alkali-silica team. The properly proportioned silica component protects the loads against transfer of dirt and maintains the brilliancy of colors, even after a long series of washings.

Metso is indeed friendly to your customers' linens. Test bundles consistently prove that Metso preserves tensile strength. Losses are low, well under the AIL standards.

Be kind to your customers' bundles by using **metso**



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# Laundry News Notes



**THOMAS, OKLA.**—John H. Murray has purchased the Thomas Laundry from Mr. and Mrs. F. F. Hull.

**WINFIELD, KAN.**—The drycleaning division of the Winfield Laundry and Cleaners has been completely destroyed by fire.

**SPUR, TEXAS**—Mrs. Calvin Wright has leased the Mathews Laundry from Mathews Gruhen.

**OTTAWA, KAN.**—Royal Launder-It, Inc., has been incorporated at \$10,000. Incorporators are Marvin Bond, Neva Bond, David C. James, Pattie J. James, and Myron S. Steere.

**LANCASTER, CAL.**—The Fashion Dry Cleaners and Mission Linen Supply recently held an open house to display their new \$200,000 cleaning and linen supply plant.

**FREDONIA, KAN.**—Mrs. J. A. Pruitt has resumed management and operation of the Nu-Way Laundry and Dry Cleaning establishment. The business had been operated by Frank Capps for the past 14 months.

**INDEPENDENCE, CAL.**—Stanley W. Miller has leased Tatum's Laundry from Rupert Tatum.

**STAFFORD, KAN.**—Mr. and Mrs. T. M. Grove have purchased the Stafford Laundry from Mr. and Mrs. Fred Carpenter. New washers have been purchased.

**TRONA, CAL.**—The Valley Laundry and Cleaners of Memet have opened a branch here.

**DEL CITY, OKLA.**—The Del City Soft Water Laundry has built an addition to house shirt finishing equipment and water softening equipment.

**SANTA BARBARA, CAL.**—An ordinance requiring laundries and drycleaners to be licensed has been prepared.

**LOS ANGELES, CAL.**—The J. and R. Curtain Laundry has begun operation.

**SOLANA BEACH, CAL.**—A new laundry has been opened by Mr. and Mrs. T. M. Tangway.

**WAGONER, OKLA.**—Fred Werfelmann, Jr., has purchased the Westside Laundry from Haskell Letts.

**FORNEY, TEXAS**—Mrs. Allen Askew has leased the Stewart Laundry.

**BURLINGAME, KAN.**—The Rogers Laundry Company, which was totally destroyed by fire some weeks ago, has been rebuilt and is again open for business.

**TRACY, CAL.**—A new flatwork ironer has been installed at the B & B Laundry.

**SAN FRANCISCO, CAL.**—An estimated \$10,000 damage resulted from a fire at the Pacific Wiping Rag Laundry.

**IOLA, KAN.**—New flatwork ironing equipment has been installed at the Iola Laundry.

**BELLEVILLE, KAN.**—Mrs. Gladys Willis has replaced Mrs. Don McCracken as manager of the Family Laundry.



**FT. WAYNE, IND.**—Harold Arick has been appointed manager of the Independent Laundry & Linen Service, Inc., it was recently announced by Haywood Davis, president. Mr. Arick formerly served as route supervisor.

**DECATUR, ILL.**—The Model-Paris Laundry has reopened. The plant was destroyed by fire on June 28. Damage was estimated at \$175,000, and over \$50,000 in fire claims was paid out within 60 days after the fire.

**PARIS, MO.**—A recent fire destroyed the boiler room and part of the boiler equipment of the Paris Laundry.

**DES MOINES, IOWA**—Miller's Launderers and Dry Cleaners have remodeled the west portion of their building and have installed new steam-air pressing equipment in another department.

**WAYNE, MICH.**—New wetcleaning and pressing equipment has been installed at the Wayne Cleaners and Laundry.

**WHITEHALL, MICH.**—The New Troy Laundry has been leased by Mrs. Mabel Pelon and Mrs. Vera Buzzard for a period of five years. George Casahl, the owner, was forced to lease the plant when he was recalled to the Marine Corps.

**TERRE HAUTE, IND.**—Kenneth Smith, manager of the Hyland Laundry, reports that increased business has made necessary an expansion of the physical plant and additions to personnel. Offices have been enlarged and new equipment has been added in several departments.

**CHICAGO, ILL.**—Cascade Laundries have opened their new \$125,000 expanded and modernized laundry plant.

**ST. LOUIS, MO.**—A large modernization program is under way at the Acme Laundry & Dry Cleaning Company. The front of the building is being refaced and covered drive-in facilities have been added.

**DECATUR, ILL.**—John A. Thompson has purchased the Tidy Diddy Laundry from J. Kent Saunders, who has been recalled to active duty in the Army.

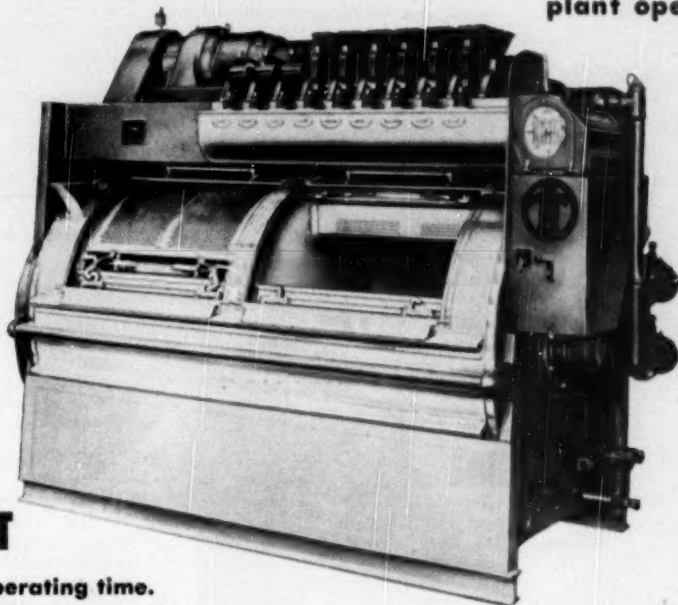
**DETROIT, MICH.**—The Pilgrim Laundry & Dry Cleaning Company recently held its first open house.

**XENIA, OHIO**—Expansion of the facilities of the Kaiser Laundry Co. will be made possible by the addition of a \$14,000 building at the rear of the plant. The new structure will be used as a finishing room.

**CHICAGO, ILL.**—The Kennedy Laundry and Dry Cleaners are constructing an

# Automatic Machinery Is The Backbone Of Washroom Efficiency

Upon the predictable efficiency of ROBOT machinery you can successfully base your plant operation.



## ROBOT

- ★ Cuts operating time.
- ★ Saves your supplies.
- ★ Can't make a mistake or forget.
- ★ Measures accurately, predetermined gallonage of water, for each washing cycle.
- ★ Pre-mixes and releases supplies fully dissolved in uniform amounts.
- ★ Controls correct water temperature at all times.
- ★ Gives your loads uniform treatment.
- ★ Gives you more space in your plant.
- ★ Gives you more profits.

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DIVISION OF  
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## BLEACH CONTROL IN THE WASHROOM

Good bleach control may mean the difference between good customer relations and poor customer relations. Bleach control starts, of course, with proper make-up and maintenance of bleach stock solutions. It continues into the washing formula and involves carefully standardized procedures for applying bleach stock solutions to the wheel.

By far the two most important sources of bleach in the laundry industry are concentrated carboy bleach and 70% calcium hypochlorite. Carboy bleach is a commercially prepared solution of sodium hypochlorite delivered to laundries in concentrated form. It is ready for use just as it is bought — requiring only dilution with water. Calcium hypochlorite, however, must first be converted to sodium hypochlorite. We customarily speak of this process as "bleach-softening".

### THE COWLES CONTROL KIT

The stock solution which is actually added to the wheel — regardless of how it may have been made up — is always a solution of sodium hypochlorite. It can be and certainly should be carefully and regularly controlled so that the same amount of available chlorine is always added to the wheel. The most reliable way to assure uniformity of bleach dosage is to standardize on a safe and convenient strength of stock solution, and to make uniform additions of this solution to the wheel. A simple and reliable method for determining bleach stock solution strength can be made a regular part of washroom routine. One such method is available with the Cowles Bleach Control Kit.

The Cowles Bleach Control Kit is a small compact outfit, containing all the equipment and supplies needed for bleach stock solution testing. Complete directions for use are given on the inside cover of each kit. No special skill or experience is required. The procedure is based on titration of available chlorine content of a bleach stock solution with standardized tablet-form reagents. Complete Kits and Refills can be ordered through your Cowles Dealer.

### GOOD CUSTOMER RELATIONS

Because good bleach control can be one of the laundryman's strongest weapons against home-washing competition, you will want to investigate Cowles Technical Service. One part of this service is the bi-monthly publication of *Cowles Laundry Tips*. "Bleach Control In The Washroom" is the title of a recent issue. If you don't have this issue, we will gladly send you a copy.

Another very important part of Cowles Technical Service is the work done in your washroom by your Cowles Technical Man. He will be glad to help you re-evaluate your formulas for maximum whiteness retention with lower tensile strength losses — a positive step toward good customer relations. You can reach him through your regular Cowles Dealer or by writing us direct.



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for Laundry Equipment  
is STAINLESS STEEL

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24 fact-filled pages of information and pictures for you on the advantages of stainless steel in laundry equipment—free on request.

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ADDRESS DEPT. L-11

Stainless steel, in modern laundry equipment like the washers and extractor basket illustrated above, not only does everything you're looking for, but does it *best*! No other metal gives you as much of the qualities that matter: hard-surfaced ruggedness that can take a daily beating and still retain lifetime beauty of appearance . . . resistance to corrosion by any solutions or cleaners you use . . . ability to retain heat and maintain washing temperatures . . . great strength, long life and constant ease of cleaning.

Yes, by any yardstick you care to use, stainless steel is far and away the ideal metal for laundry equipment—and it has 20 years of superior performance in washrooms coast-to-coast to prove it. • The next equipment purchase you make, look for and insist on Allegheny Metal, the time-tested stainless steel.

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METAL**  
STEEL CORPORATION  
Pittsburgh, Pa.

*Nation's Leading Producer  
of Stainless Steels  
in All Forms*



WBD 3265

ALLEGHENY METAL is stocked by all  
Joseph T. Ryerson & Son, Inc. warehouses

(Continued from page 32)



**GLASGOW, KY.**—Crown Laundry and Dry Cleaners have installed a new 3000-gallon high-pressure filter and a new dry-cleaning washer.

**BATON ROUGE, LA.**—Kean's Laundry recently celebrated its 50th anniversary.

**DAYTONA BEACH, FLA.**—The Atlantic Laundry has reopened its rug cleaning plant, which ceased operation about seven years ago. W. R. Ashcraft will be in charge of the new department.

**LIVE OAK, FLA.**—Marvin Phillips, former mayor and owner of a laundry and drycleaning business, has been appointed district manager of the State Motor Vehicle Commission.

**BESSEMER, ALA.**—The Bessemer Laundry and Dry Cleaning plant was recently destroyed by fire. Loss was estimated at about \$20,000.

**TAMPA, FLA.**—Vogue Cleaners and Laundry, Inc., are cooperating with a traffic safety campaign by displaying large safety posters on their trucks.

**DANIA, FLA.**—The Happy Day Laundry and Cleaners had its official opening on October 16th. George V. Rhodes is owner and general manager.

**BOWDOIN, GA.**—The Bowdoin Home Laundry is now operating in its new location on Depot Street. The plant is owned by Dr. J. W. Watts.

**MELBOURNE, FLA.**—J. F. Mosier and John Brannan have been granted permission to rebuild the Melbourne Laundry and Dry Cleaners which burned to the ground several months ago.

**TAMPA, FLA.**—Members of the Tampa Laundry and Dry Cleaning Institute have set an objective of employee contributions to the Community Chest equivalent to one day's pay from each employee.

**KNOXVILLE, TENN.**—The Peerless Laundry has ceased operations after 30 years of service. Harry A. Anderson, secretary and manager, attributed the failure of the firm to a one-way street system which resulted in a \$40,000 a year loss of business.

**PENSACOLA, FLA.**—Fire destroyed

all clothing in the National Laundry and Dry Cleaning Company recently, and damaged interior walls and machinery.

**GULFPORT, MISS.**—Work has begun on a new \$30,000 plant for the Glass Cash and Carry Cleaners and Laundry. The new structure will replace the plant's present building.



**MILFORD, N. H.**—The Peoples Laundry won second prize in a float contest held in conjunction with a VFW Labor Day parade. The laundry entry was a simulated army tank bearing the legend, "At War Against Dirt."

**NEW YORK, N. Y.**—Members of the Metropolitan Institutional Laundry Managers Association recently toured the new laundry at the city's Welfare Island hospital. The plant, said to be the largest under one roof in the world, cost \$3,700,000 for the building and \$750,000 for equipment.

**ALBANY, N. Y.**—As a protest against increased barber prices, Victor Rosenthal, operator of the Quick Service Laundry and Cleaners, 130 State Street, has converted a wall of his store into a self-service shave department.

Rosenthal supplies a new model electric razor, towel, electric shave lotion, after shave lotion, and talcum powder for a price of 25 cents. He is now making arrangements to have the razors coin-operated and sanitized with ultraviolet rays.

**PITTSBURGH, PA.**—The Fort Duquesne Laundry Company has been dissolved as a corporation.

**HARTFORD, CONN.**—The New England Laundry held an open house in conjunction with its 60th anniversary celebration. The plant was toured by 3,000 persons, and orchids were given to the ladies.

**LYNN, MASS.**—The Service Laundry has added a "Shoppers Special" to their services. A customer leaves laundry, goes shopping for a couple of hours, and then picks up the finished work. Instead of an extra charge, the customer is given a 15 percent discount.

**WILKES-BARRE, PA.**—The American Shirt Laundry is constructing a new 30 x 64-foot plant.

**HALIFAX, N. S.**—The Liverpool Laundry and Dry Cleaning Company was destroyed by fire.

**SPRINGFIELD, MASS.**—The Royce

Superior Laundry offers free linen service for social and civic group gatherings.

**WESTERLY, R. I.**—Rowe's Laundry and Cleaning employees were given a free outing by Mr. and Mrs. Irving Rowe.

**BOSTON, MASS.**—Boston University's Evening College of Commerce, in cooperation with the Institutional Laundry Managers Association of New England, is offering a course in laundry management.

**HARTFORD, CONN.**—George Fanning, Empire Laundry, is taking a 16-week management course at the All school in Joliet, Ill.

**MAHANOEY CITY, PA.**—The laundry of the Locust Mountain State Hospital has been honored for excellence by the laundry managers participating in the group's Pennsylvania State College fellowship.

**BOSTON, MASS.**—New officers elected by the Institute of Industrial Launderers, who held their 18th annual convention here recently, include: president, Joseph Smith, Portland, Oregon; vice-president, Herman Fineberg, Pittsburgh, Pennsylvania; secretary, John Roche, Chicago, Illinois; and treasurer, Howard Humphrey, Detroit, Michigan.

**PITTSFIELD, MAINE.**—Oliver T. Caswell, for 25 years owner of the Piscataquis Laundry and Dry Cleaners, has taken over the Pittsfield Service Laundry.

**RUTLAND, VT.**—The Williams Laundry is continuing operation without interruption despite a \$10,000 fire.

**CARNEGIE, PA.**—City Cleaners has started a three-hour shirt laundry service.

**MIDDLETOWN, CONN.**—The appearance of a large amount of sediment in the city water supply caused Middletown laundries to shut down until the situation was cleared up.

**COWANDA, N. Y.**—The laundry in the newly constructed hospital on Memorial Drive has begun operations.

**HARTFORD, CONN.**—The New Method Laundry plant and equipment were auctioned off for \$76,710. The business and good will of the plant had previously been purchased by the New England Laundry.

**NORTH EAST, PA.**—The LaMartin Laundry has added new shirt finishing equipment.

**MANCHESTER, CONN.**—The New Model Laundry, Inc., has obtained permission to construct a 40 by 55-foot addition to their plant. The new structure will house a \$17,000 drycleaning plant.

**ALLENTOWN, PA.**—A new laundry is planned for the Coaldale Hospital.



# The Case of the Unhappy Laundrymen

by SAM SLYDE

PRIVATE EYE



I had heard and read about these Troy "Slyde-Out" Washers. Now I investigated for myself. I practically took them apart. What a deal! No complicated gears or pistons or other fancy gadgets that invite a lot of repair work. Corrosion-proof . . . stainless steel. A humdinger.

My flashlight led me to the Ace office where I uncovered startling facts. These Troy "Slyde-Out" Washers, with all their beauty and efficiency actually cost 40% less than most fancy-Dan washers cluttered with gadgets.

Next day I confronted the King boys with bare facts. "You've missed the boat, boys,"

I told them. "The reason the Ace is higher than King is better quality washing in less time at lower cost with Troy 'Slyde-Out' Washers. Your washers are outdated — you're spending too much dough for keeping them in working condition. You need new Troy 'Slyde-Out' Washers. They're the key to greater laundry profits."

So Sam Slyde solved another important case.

Incidentally, my discoveries on this case are serving to solve similar problems for profit-wise laundrymen all over the country.

IT was about three p.m. when three men pointing three pistols strolled into my private office. "We are the King Brothers," the tall one said. "We operate the King Brothers Laundry and we are losing our shirts. Our closest competitor, the Ace Laundry, is making money hand over fist. We want you to find out why."

The case appealed to me, especially while looking at three waving pistols. I grabbed my cleanest magnifying glass and skeleton key.

That night, I paid an unscheduled visit to the Ace place and began my investigation.

Snooping around in true Sam Slyde fashion, I soon came upon the answer. It was a washer.

A big, beautiful washer. (I later found there were several of them, alike in appearance but different in size). Instinct told me at first glance that these were not merely ordinary washers.

# TROY





## Solve Your Laundry Problems with *"Slide-Out"* WASHERS

Troy "Slide-Out" Washers are built with automatic controls (Electromatic) and with manual controls (Electromanual). Four sizes 42" x 36", 42" x 54", 42" x 84" and 42" x 96". SEND FOR FREE CATALOG TODAY!

### CHECK THESE IMPORTANT CLUES TO GREATER LAUNDRY EFFICIENCY

#### ✓ LESS LABOR REQUIRED

Troy "Slide-Out" Washers do away with the time-consuming, back-breaking task of unloading heavy wet work from the bottom of the washer. An easy scoop of the arm SLIDES work from a Troy "Slide-Out" Washer into the truck tub.

#### ✓ LOW INITIAL INVESTMENT

Troy "Slide-Out" Washers can be loaded and unloaded as quickly and easily as dump type washers, yet "Slide-Outs" actually cost about 40% LESS than most ultra-fancy, gadget happy washers.

#### ✓ LESS MAINTENANCE WORRY

Corrosion-proof stainless steel construction assures long service life. No complicated gears, pistons or other expensive devices to keep in repair on Troy "Slide-Out" Washers. Only five points to lubricate.

#### ✓ BETTER WASHING QUALITY IN LESS TIME

Hundreds of "Slide-Out" users are obtaining better washing quality in less time than ever before. Equally efficient with net work (as illustrated above) or loose work. Ask the man who owns one!

**\*\*"Slide-Out" is a trade-marked name. Only Troy builds "Slide-Out" washers.**

## LAUNDRY MACHINERY

Division of American Machine and Metals, Inc.  
EAST MOLINE, ILLINOIS

World's Oldest Builders of Power Laundry Equipment  
(Since 1868)



Delegates and their guests attending the Annual banquet and entertainment in the Hotel Kenmore ballroom on Saturday, October 7

## N.A.I.L.M. HOLD 11TH ANNUAL CONVENTION

ONE of the most organization-minded divisions of the laundry industry, The National Association of Institutional Laundry Managers, held its 11th annual convention in Boston, October 5-7. The meeting was timed so that the delegates could attend their meeting and then benefit from the exhibits of equipment and supplies at the A.I.L. convention.

With Edwin T. Cullen, Salem Hospital, Salem, Mass., presiding, the opening session heard Reverend Donald A. McGowan, director, Bureau of Health and Hospitals, National Catholic Welfare Conference, discuss both the specific and general problems of operating an institutional laundry.

President Oscar Ketchum, Hondo, California, was chairman of the second day's program. He introduced Robert Finch, Cowles Chemical Company, whose subject was "The Laundry Test Bundle." Mr. Finch described the type of test piece he recommends and the reasons for its use. He brought out the limitations of this type of washing control and warned his listeners not to forget that their job was good washing on the loads, not just on test pieces.

Following this talk there were several questions from the floor, indicating considerable interest in good washing procedure. In answer to questions of tensile strength loss the speaker told his audience that improper bleaching is the most common offender.

The next speaker was Earl Webb, personnel manager, New England Life Insurance Company. His talk was on selecting and training personnel. He told of his company's program and strongly urged his audience to give more care and attention to selecting their people and placing them in the correct job.

The afternoon session was opened by a talk on "Cost



Arthur Hornickel using a chart to explain the new standard cost system

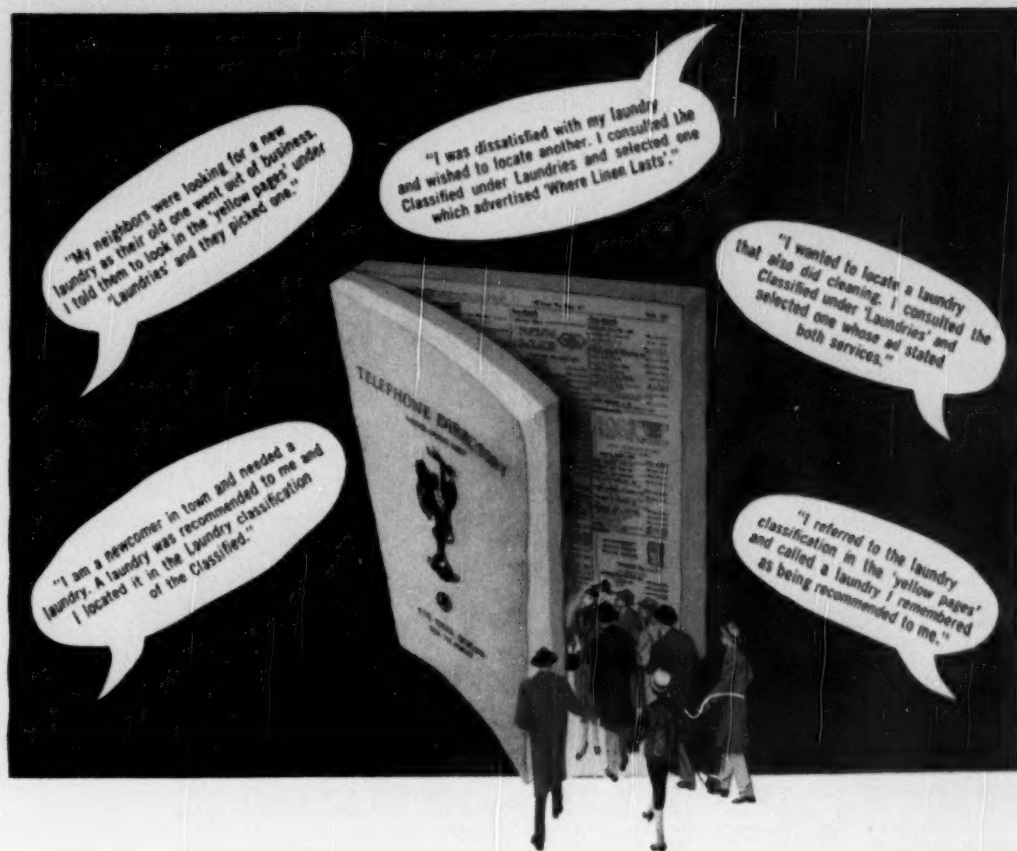
Accounting in the Institutional Laundry." This is an interesting development which will permit plants to compare basic costs. The final item on the program was a panel discussion on "The Administrative Management of Linen." The members of the panel were: Edwin T. Cullen, moderator; Norman R. Brown, Salem Hospital; Louis H. Hein, Y.M.C.A., Chicago; Edward A. O'Neill, New England Deaconess Hospital; and Howard Gates, Calgon, Inc. None of the panel members had prepared speeches. The entire session was a question and answer period. It soon developed into a discussion on the various methods of linen control used in institutions.

At the business meeting, Oscar Ketchum, Rancho Los Amigos, Hondo, California, was re-elected president; Arthur F. Hornickel, Roosevelt Hospital, New York, was named 1st vice-president; John F. Felker, Charity Hospital, New Orleans, 2nd vice-president; Frank Lippman, Overbrook Hospital, Cedar Grove, New Jersey, treasurer; and Miss Donald Smith, University Hospital, Cleveland, secretary.

The annual banquet and dance was the final event of the meeting.—Wayne Wilson ●



Dignitaries at head table, left to right: Frank Lippman, treasurer; Arthur P. Nasbitt; William Schleicher; Donald Smith, secretary; Arthur F. Hornickel, 1st vice-president; Oscar Ketchum, president; Haywood Wiley; John F. Felker, 2nd vice-president; William Michie; M. A. Pacock



## How the 'Yellow Pages' are building sales for Laundry Operators

Statements like these prove that your advertising in the 'yellow pages' of the telephone directory can reach housewives who are ready to select a laundry.

It is an established fact that 9 out of 10 shoppers depend on the 'yellow pages' for where-to-buy-it information. That is why so many laundries use the 'yel-

low pages' to increase business. Your advertising in the 'yellow pages' not only goes right into the homes of prospects in your town... it reaches newcomers and visitors as well.

Are you advertising under the classifications where women are likely to look for the services you offer?

**FOR FURTHER INFORMATION, CALL YOUR LOCAL TELEPHONE BUSINESS OFFICE.**



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## DIAPER MEN IN NEW YORK



Leading the discussion at the afternoon session of the regional DSIA meeting, left to right: Herman Rosenfeld, Stark Diaper Service, Philadelphia, president; Herb Diamond, Humpty-Dumpty Diaper Service, Philadelphia; Herman Giliaw, American Diaper Service, Philadelphia; Harold K. Howe, DSIA Washington representative; Robert Lattin, Stark Diaper Service, Detroit; Eli Birer, Long Island Diaper Service, Hempstead, L. I.; George Russell, Elite Sani-Soft Diaper Service, Washington, D. C.

**T**HE group's now familiar—and still highly successful—open forum discussions again set the stage for the latest regional meeting of the Diaper Service Institute of America in New York City, October 15.

As in the past, subjects for discussion were suggested from the floor. The morning session with Bob Mandel, Cupid Diaper Service, Queens Village, New York, as moderator was devoted to production problems. Eli Birer, Long Island Diaper Service, Hempstead, Long Island, headed the afternoon meeting which emphasized sales promotion. A panel of operators aided the chairmen in getting the discussion started and keeping it rolling, but most of the ideas came from the members of the audience.

During the one-day meeting, the closest approach to the formal address was the report on current Washington trends delivered by Harold K. Howe, the Diaper



Diapermen and allied tradesmen attending the DSIA regional meeting

Service Institute's newly-appointed representative in the nation's capital.

Almost 150 diaper operators and allied trades representatives registered for the regional conference. Moreover, a large percentage of those in attendance had something to say and said it.—*John J. Dunn* ●

## MEET THE MAYOR

**I**T'S R. H. Windishar when he signs an official order as mayor of McMinnville, Oregon, a post Rudy Windishar has held for the past dozen years, along with operating the Home Laundry, but it's just Rudy to the members of the Oregon Laundry Owners Association, the Elks, or half a dozen other organizations which he has headed in the past 30 years.



RUDY WINDISHAR

It was 30 years ago that Rudy started the Home Laundry. Twenty years ago he was elected to the city council and later appointed city water commissioner, and 12 years back, mayor. Rudy's record of continuous service with his city was honored recently at a surprise meeting of the council and water commission.

Rudy was presented with a solid gold wrist watch. Rudy is proud of that watch, and he has a right to be. And—

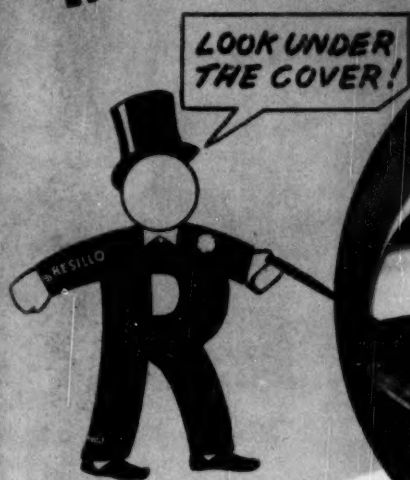
McMinnville is proud of Rudy, and it has plenty of right to be. STARCHROOM congratulates an outstanding laundryowner-mayor! ●



"My last day, Mrs. Flaherty. Don't think it hasn't been a pleasure serving you . . . because it hasn't!"



# INSPECT YOUR PRESS PADS NOW!



## *Important!* PRESSES *Must* BE PROPERLY PADDED!

- To OBTAIN Maximum Pressing Efficiency
- To INCREASE PRODUCTION
- To PROVIDE Quality Pressing
- To GIVE Economical Operation
- To INSURE Maintenance of Press Machines

\* RECOMMENDED BY ALL PRESSING MACHINE MANUFACTURERS.

RESILLO PRESS PADS ARE CONSTRUCTED IN EXACT ACCORDANCE WITH ALL PRESSING MACHINE MANUFACTURERS' SPECIFICATIONS TO ACCURATELY FIT AND SATISFACTORILY SERVE ON:

- |  |                                 |  |
|--|---------------------------------|--|
| * Collar, Cuff & Gusset Presses            | * Handkerchief & Napkin Presses | * Garment Presses  |
| * Shirt, Bosom & Body Presses              |                                 | * Dry Cleaning Presses                                       |
| * Single-Lay, 2-Lay & 3-Lay Sleeve Presses | * Linen Supply Presses          | * For All Makes & Models of Laundry and Dry Cleaning Presses |
| * Mushroom & Yoke Presses                  | * Overall Presses               |  |

Sold By Resillo Jobbers Everywhere

# Resillo PRESS PADS

RESILLO COMPANY • 2328 WEST NELSON STREET • CHICAGO 18, ILLINOIS

When writing to advertisers please mention The STARCHROOM LAUNDRY JOURNAL



# Hundreds who have seen it

## The Automatically Measuring FORMATIC Sleeve Finisher

**A**ll Roads Lead To Cincinnati! Hundreds of laundryowners have made special trips from all over the country to see American's sensational new Sleeve Finisher that *automatically measures* shirt sleeves for ironing. All who have seen it have bought it. They say here at last is the answer to the *perfectly ironed shirt sleeve*.

This marvel of engineering is the result of 10 years continuous research and development. You really have to see it in operation to fully appreciate what it accomplishes.



Operator measuring shirt sleeve before ironing.

● The exclusive Automatic Measuring Device assures exact "Seam-to-Cuff" ironing of any length sleeve. Operator dresses sleeves on the bucks as easily as placing them on a sleeve form. Just touching the tip of the Measuring Rod to the shoulder seam of right sleeve then measures sleeve length *automatically*, and bucks go into pressure *automatically*.

● Bucks pivot into heavily nickel plated chests in a "rocking chair" motion . . . perfectly aligned in *accurately measured position*. In less than 15 seconds, sleeves are ironed with a beautiful "*bottom finish*" from cuffs to shoulder seams. As bucks are released from pressure, wings retract automatically for quick removal of shirt.



American FORMATIC Automatic Sleeve Finisher with shirt sleeves on bucks ready for ironing. Convenient knee controls (A) expand buck wings.

Sleeves under pressure. Colored arrows show "rocking chair" travel of bucks.

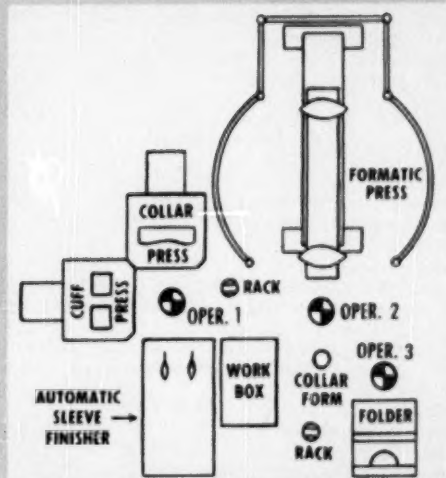


# say "IT'S SENSATIONAL"

that guarantees a perfectly ironed shirt sleeve

Now, with the Automatic Sleeve Finisher in the FORMATIC Shirt Unit, you get automatically measured, form-fitting ironed sleeves to match the form-fitting ironed body and front. And FORMATIC Unit operators can attain high production with even more ease. Floor plan below shows layout of FORMATIC Unit with Automatic Sleeve Finisher.

FORMATIC Shirt Unit with Automatic Sleeve Finisher in operation.



Floor plan of FORMATIC Shirt Unit with new Automatic Sleeve Finisher.

**OPERATOR #1** irons sleeves on FORMATIC Automatic Sleeve Finisher, cuffs on Double Cuff Press, collar on Collar Press.

**OPERATOR #2** irons entire front and body of shirt in one operation on FORMATIC Press.

**OPERATOR #3** folds shirts.

The FORMATIC Automatic Sleeve Finisher will fit right into FORMATIC or any other shirt units now in operation. Even if you have a new shirt unit, you will want this outstanding Sleeve Finisher to bring your unit up to date.



The  
**AMERICAN**  
LAUNDRY MACHINERY CO.

CINCINNATI 12, OHIO

Write today for full information on the sensational new FORMATIC Automatic Sleeve Finisher that automatically measures shirt sleeves before ironing. Or better still, come to Cincinnati and see for yourself what this remarkable machine can do . . . FOR MORE PROFITABLE OPERATION THROUGH AMERICAN'S ADVANCED ENGINEERING.

## SMALL-SPACE CAMPAIGN

### Plant Bases Effective and Economical Campaign On Frequent Insertions of Small Newspapers Ads

**S**MALL space newspaper advertising has paid off for Bariteau's Consolidated Laundry of 496 West San Fernando Street in San Jose, California. Consistent use of easy-to-read, poster type ads that average no more than four or five column inches of newspaper space have established a new sales record for the San Jose laundry.

Owned and operated by the Bariteau family, the Consolidated Laundry began a newspaper campaign in late January of this year in the *San Jose Mercury Herald* and *San Jose Evening News*. The campaign was directed by Robert Podesta of Robert Podesta and Associates, San Jose advertising agency. He worked with Jack Bariteau, plant manager, in mapping the campaign. The campaign started in the winter months with a promotion of Consolidated Laundry's "dry wash" service. Price-per-pound (nine cents) was presented to San Jose readers with consistent frequency. A definite price could be seen in every advertisement. Low total cost per bundle was stressed in some ads to give some variety to the campaign.

The "nine cents a pound" price promotion built the new laundry service up to becoming a major portion of the laundry business for the San Jose laundry.

In addition to featuring price, the advertisements featured quick service, 24-hour-pick-up and delivery. The firm's telephone number was prominently displayed in virtually every advertisement. New customers were quick to take advantage of the new service.

"We found this new business both profitable and an excellent means for our firm to make new friends," Jack Bariteau reported. "It gives us an opportunity to reach more people with our other services, too. Drivers report dry wash customers soon become shirt customers, drycleaning customers, and eventually began using virtually every service we offer."

#### Blanket Promotion Successful

With the coming of warm weather, Consolidated started a campaign featuring their woolen mill equipment for laundering blankets. Because the general public was of the opinion that blankets should be cleaned, rather than laundered, an education campaign was necessary to show that laundering was the method recommended by the major blanket manufacturers. Price and quality were featured in this advertising, too. A special cellophane pack for additional moth protection was another point mentioned in most advertising.

The results of this campaign were very encouraging. The blanket laundering business made very satisfactory advances from the appearance of the first small advertisement.

Guaranteed service was stressed throughout the campaign. This factor played an important part in the Consolidated Laundry's shirt service advertising. A special guarantee of 25 pounds free dry wash laundering service is offered to anyone finding a broken or missing button on shirts returned from Consolidated Laundry.

While no one has received the free 25 pounds of laundering service, comment at the cash and carry desk, as well as jokes made by pick-up and delivery customers, indicated that the advertisements were carefully read.

With adoption of a new, "crush-proof" shirt package, Consolidated departed from their small space advertising for a one-week campaign of slightly larger advertisements.

While the mats supplied from the manufacturer of the new shirt package were employed, they were used for the illustration on the mat, and nothing more. It was found that Consolidated's policy of stressing one outstanding item in their advertisements, with a minimum of copy, would give maximum results.

To keep within the budget, the campaign made use of the insertion allowance enabling the advertiser to run his space in the evening newspaper one night, followed by an insertion in the morning paper, to gain the combination rate discount. Features of the new shirt pack were stressed differently in every combination of advertisements. This presented the story of the new shirt package to the people every day of the week, with only three combination insertions.

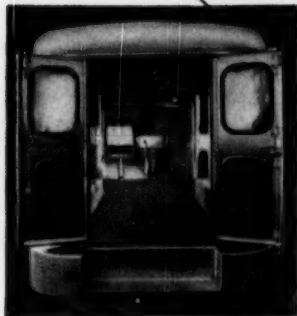
Month after month, Consolidated's business has been growing since the newspaper campaign was started in January of this year. Within the first month of the campaign, family laundry business increased some 10 percent over the same period of 1949. The month of the shirt package promotion found an over-all family business increase of 12 percent. Records show an average increase, as the year progresses, of 2 percent better than the previous month's increase of the year before: (February, ten percent; March, four percent; April, six percent; May, one percent; June, eight percent; and July, 12 percent).

Continuous merchandising is the plan of this wide-awake laundry. This, plus excellent service, is the key that is paying off in increased business. New ideas from the management and staff, together with their advertising agency, promise to keep the progress of the past six months a steady occurrence.

#### Mats Utilized

Keeping an eye on their client's advertising appropriation, the agency has avoided use of all art work in Consolidated's current campaign. It has been carried on entirely with mats obtained from two newspaper mat services available to all advertisers of the two San Jose newspapers.

Further increases in business and greater effect from the advertising are to be expected when such eye-catching art work as reverse copy, sketches, etc., are employed. To give their client the frequency of space insertions, together with the maximum of space in their "small-space" campaign, the agency has utilized art and production expense appropriations for space costs. Careful attention to the services' mat catalogues has provided illustrations which command high readership. ●



Available in two models, T3-10 with 360 cu. ft. and T3-12 with 440 cu. ft. — rear doors available in three optional sizes.

Designed by



**J. B. E. OLSON CORPORATION**  
1740 Broadway, New York 19, N. Y.



Leading the parade of 1951 truck bodies is the incomparable All-Aluminum Alloy Olson Kurb-Side. Today, as never before, the yardstick of true economy is in the efficiency, operating costs, and the overall life of your delivery truck. Unsurpassed in quality of workmanship and materials the new Kurb-Side now has more outstanding features than any other delivery truck body.

- \* Complete roof insulation
- \* E-Z Eye Glass non-glare windshield
- \* Wider side doors
- \* Roll windows and regulators in both side doors
- \* Adjustable foam rubber seat
- \* Improved side door hangers
- \* Two tool compartments
- \* Larger windshield wipers and meters

The Olson Kurb-Side is of  $\frac{1}{8}$  inch heat treated All-Aluminum Alloy construction, embodying light weight, great strength and rust and corrosion resistant qualities. Every inch of the durable Kurb-Side has been carefully designed to give you the maximum of efficiency and economy — — — **you save when you operate a Kurb-Side.**

Make Kurb-Side your leader to greater operational savings by joining the growing family of Kurb-Side owners. Today is the day to visit your local truck dealer and see the New 1951 Kurb-Side that is all ways ahead.



Gliding Gladys Says...

# You're

"SURE, Unipress builds a separate yoke press."

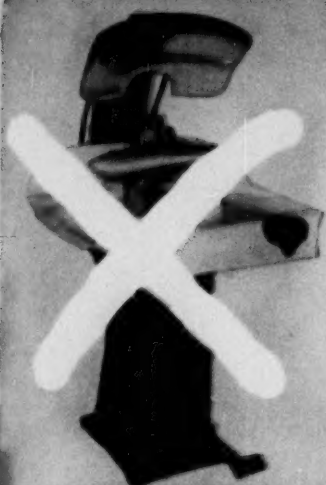
"SURE, Unipress builds a two-girl four press shirt unit."

...with all the



FEATURES

# But.

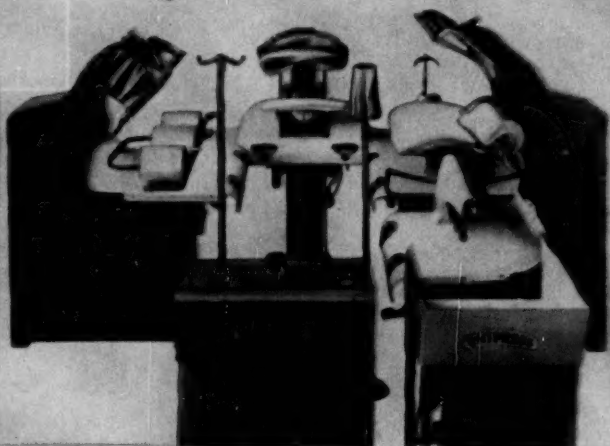


## UNIPRESS YOKE PRESS

For over 15 years, Unipress has built high-production power-operated yoke presses for laundries. The model 195Y is used in Unipress three and four girl units and features floating back, gliding action, and fewer moving parts.

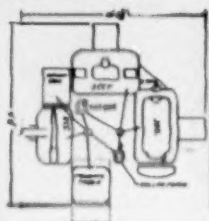
## UNIPRESS 2 GIRL 4 PRESS SHIRT UNIT

Unipress four press shirt units have been available to laundries for many years. All presses are ruggedly constructed, use fewer moving parts and give long life with minimum maintenance.



# Check...

THESE UNIPRESS TWO-GIRL THREE-PRESS SHIRT UNIT ADVANTAGES. DISCOVER AS THOUSANDS OF LAUNDRY OWNERS HAVE, THE MANY ADVANTAGES OF THE TWO-GIRL THREE PRESS UNIT OVER ANY TWO-GIRL FOUR PRESS UNIT!



SAVE  
up to  
32 sq. ft.  
of  
FLOOR  
SPACE

### QUALITY



**FINISHING.** Unipress two-girl three press unit produces more top quality shirts. Unipress gliding action always provides the satin smooth finish your customers like.

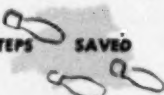


### FLOOR SPACE

**SAVED.** Unipress two-girl three press unit saves up to 32 square feet of floor space.

### STEPS

### SAVED



Unipress two-girl three press unit saves over 4,000 steps per day according to recent survey reducing operator fatigue and increasing production.

**GREATER PRODUCTION.** Fewer steps, less operator fatigue and less drying out of shirts, add up to increased shirt production. Look what extra shirt production means to you:



5 extra shirts per hr. @  
20c per shirt equals \$1  
per hr. \$8 per day, \$1,600  
per year.

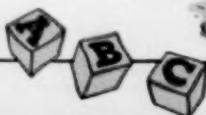


10 extra shirts per hr. @  
20c per shirt equals \$2  
per hr. \$16 per day, or  
\$3,200 per year.

### SMALLER INVESTMENT.

Unipress two-girl three press unit uses combination collar, cuff, and full yoke press saving the cost of a separate yoke press. This means a smaller investment for you.

IT'S AS  
SIMPLE AS



why nine out of ten laundry owners prefer the Unipress two-girl three press shirt unit.



# always MONEY AHEAD WITH UNIPRESS LAUNDRY EQUIPMENT

SCCY-B\*

SS-2

39-5

WHY PAY FOR  
AN  
**EXTRA  
PRESS**

...when three presses  
give you more quality  
shirts per hour  
per operator.

The Unipress \*SCCY-B irons cuffs  
collars and full yokes in two  
fast easy lays

... handles up to 90 shirts  
per hour



**FIRST LAY**  
Collar and Cuff  
Lay on Unipress  
SCCY-B Press.

**SECOND LAY**  
Full Yoke Lay  
on the Same  
Unipress SCCY-B  
Press.



**2-GIRL 3 PRESS SHIRT UNIT**

As simple as

**A B C** when you compare the top quality . . . the floor space savings  
. . . the saving of steps . . . the reduction of operator fatigue . . . and the  
increased production:

Everything points to the Unipress  
two-girl three press shirt unit as be-  
ing the finest buy today. That's why  
nine out of every ten Unipress cus-  
tomers prefer the Unipress two-girl  
three press shirt unit.

You'll agree with the thousands of  
satisfied Unipress users we are sure

after you have made your own com-  
parison.

Step up your production of top qual-  
ity shirts and lower your operating  
costs today. Write for your copy of  
the new Unipress two-girl three  
press shirt unit catalogue now.

*Mail this Coupon Today!*

THE UNIPRESS COMPANY  
2800 LYNDALE AVENUE SOUTH  
MINNEAPOLIS, MINNESOTA  
Phone LOust 2615

Please send us your free catalog describing  
☐ The Unipress two-girl three press unit.  
☐ The Unipress two-girl four press unit.

Name \_\_\_\_\_  
Your name \_\_\_\_\_ Title \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Manufacturers of Laundry Power Presses and Equipment

The

**UNIPRESS**

Company

2800 LYNDALE AVENUE SOUTH  
MINNEAPOLIS 8, MINNESOTA  
Phone LOust 2615

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## DRAFT DEFERMENT PROCEDURE

**THE NATIONAL PLANNING COMMITTEE** of the Textile Maintenance Industries has prepared a bulletin entitled "Occupational Deferrals Under Selective Service" which describes procedures for obtaining deferments on occupational grounds.

In each case the individual worker's status with respect to his activity or employment is the governing consideration. To have a worker deferred, the employer must state his reasons by letter to the local board at the time the employee receives his classification questionnaire. No special form or application is required.

If the registrant has already been classified, the registrant may appear personally before the local board to appeal for a change in classification if he has filed a written request within 10 days after his classification has been mailed. In addition, any employer who has on file a written request for current deferment of the registrant in a case involving occupational deferment may present a written request to the board for a reopening of the registrant's classification.

If an employer has filed a written request for occupational deferment of an employee prior to classification, he may appeal the local board's decision to an appeal board within ten days of the date that the classification

was mailed. The appeal must be written, and no particular form need be followed. The appeal must explain in full the reasons for appealing and point out any information not considered by the local board. The appeal board will not receive or consider any information not already contained in the record.

If the appeal board has classified the registrant 1-A or 1-AO (conscientious objector) and one or more members of the appeal board have dissented from the classification, appeal may be made to the President.

The essential role of the textile maintenance industries and the civilian economy has been outlined in a brief prepared by the National Planning Committee of the Textile Maintenance Industries. The brief was prepared primarily for presentation to the various government agencies involved in the defense program. The information it contains may also prove valuable in supporting draft classification appeals or as a public relations tool.

Organizations represented on the committee are the American Institute of Laundering, National Institute of Cleaning and Dyeing, Institute of Industrial Launderers, Linen Supply Association of America, and National Institute of Diaper Services. ●

## SOCIAL SECURITY ACT AMENDMENTS

**ON** August 28th, 1950, President Truman signed H.R. 6000 upon which the 81st Congress had worked so many months and thereby the many amendments to the Social Security Act became law. The bulk of the changes come in the Old Age and Survivors Insurance part of the law. Of interest to laundryowners are the following amendments to the present law.

The Old Age and Survivors Insurance tax rate on employers and employees alike will remain at its present rate of 1½% through December 31st, 1953. This rate was just increased from 1% to 1½% on each last January. Without this amendment freeing the rate of 1½% on each until December 31st, 1953 the rate would have gone to 2% next January 1st. Now the 2% rate doesn't go into effect until January 1st, 1954. Ultimately the rate increases to 3¼% on each in 1970. Self-employed persons coming into the program for the first time next January 1st will pay 2¼% Old Age and Survivors Insurance Tax (that is 1½ times the rate paid by an employee).

A major change has been made in the Tax Base effective next January 1, 1951. Up until then the amount of earnings on which the tax has been assessed has been up to \$3,000.00 of earnings per year. Next year the

amount on which the tax will be collected will increase to cover the first \$3,600.00 of earnings. A year ago an employee earning over \$3,000.00 per year paid \$30.00 per year Old Age and Survivors Insurance tax. This present year he will have paid \$45.00 tax. Next year if he earns \$3,600.00 or over he will pay \$54.00 tax and the employer has to match each employee's payment.

In the laundry and drycleaning industry it appears that "bob-tails" have become "employees" under the Act instead of being independent contractors. The new definition of "employee" covers: "an agent-driver or commission-driver engaged in distributing . . . laundry or drycleaning services, for his principal." Naturally, there have been no court decisions on the language so the implications of the last three words "for his principal" are not quite clear.

In bringing "self-employed" under coverage of the Act for the first time next January 1st many business proprietors will qualify. Individual laundryowners who run their own businesses not as corporations could come into the Old Age and Survivors Insurance pension program. As mentioned above the self-employed tax rate effective January 1st, 1951 will be 2¼% on the first \$3,600.00 of earnings.

## LAUNDRY CONDUCTS LISTENER POLL

**THE AMERICAN LAUNDRY**, Yreka, California, has been using a 2½-minute daily radio program to advertise special services. In order to select the best time of day for their program, they made a customer survey, having the routemen check listeners on ten leading daily programs, such as: a local newscast, the three regular newscasts, two regular daily soap operas, two musical programs, and the daily weather report.

From this survey it is found that of the plant's customers, 97 percent of the women and 54 percent of the men listen regularly to the daily weather report, which is read from a 10:30 a.m. press wire. The next highest in listener interest was the local newscast, which rated 63 percent for the woman and 42 percent for the men.

With this information, Harry Friedman of American Laundry made a deal with his local radio station to sponsor the daily weather report. The 2½ minutes daily, with plenty of commercial plugs, costs the laundry \$55.50 per month; the same charge which would be made for any other 2½ minutes during the day or evening.

"I don't know how a poll would work in other cities," Friedman said, "but here we found that when we used poll results and changed to the weather report time we got three to four times as much direct result in orders and calls from a week's plugging on some special, as we got from the same type of plug at a different time and sponsoring a different feature, such as news." ●

# Mechanizing with MONEL... Increases Washroom Output 40%

at DuRite Laundry  
Albany, New York



**T**hree men run this modern, automatic washroom. *It used to take six.*

And four American machines of Monel® now turn out 40% more work than the nine old-fashioned machines they replaced!

Yet these are not the only advantages that DuRite Laundry gets from mechanizing with Monel.

## Savings All Around

DuRite today is using 30% less supplies, 20% less steam and 20% less power. They are saving \$1,000 a year on water. And their three new 42" x 96" Cascade automatic unloading washers with "Companion Controls," plus their single new 54" Notrux extractor (that saves as much as 21 man-minutes each load) take only half as much floor space as their old equipment.

## Mechanize for Mass Production

You, too, can turn out more work — more rapidly and more economically — by changing over to push-button washroom operation. For here's how it helps you...

First, by unloading automatically in less than a minute, a Cascade Automatic Unloading Washer actually saves about 9 minutes' time and labor each load.

Next, Cascade washing control eliminates up to 59 costly, time-wasting manual operations on every load. Only three simple jobs are left for your washmen to handle; automatic controls take care of everything else.

Your entire washing cycle is mechanically controlled. You save supplies. You have shorter runs. You get uniform quality washing — every time.

## Monel Means Protection

With Monel, you never worry about rust stains or corrosion. A solid Nickel Alloy, Monel can't rust. It resists corrosion by soaps and built detergents, stands up against alkalis and starches, dilute bleaches and fluoride acids. Your washer cylinders and extractor baskets stay smooth, always free of pits and rough spots.

Stronger and tougher than structural steel, Monel equipment is not only long-lasting but economical to operate. It keeps turning out work year after year, seldom needs more than routine inspection and maintenance.

To the proved advantages of Monel, add the extra benefits of a fully mechanized washroom — and you have a doubly efficient combination.

\*Reg. U. S. Pat. Off.



THE INTERNATIONAL NICKEL COMPANY, INC.

67 Wall Street, New York 5, N. Y.

**START RIGHT NOW!**  
**MECHANIZE with MONEL**

## LC.A.T.A. BREAKFAST

**S**HOWN below is an overall view of the Laundry and Cleaners Allied Trades membership breakfast meeting, which took place in the Georgian Room of the Stat-



Seen at the head table l. to r.: W. H. Rometsch, chairman, LCATA Exhibit committee; Oscar Ketchum, president, National Association of Institutional Laundry Managers; Norbert J. Berg, managing executive, National Institute of Cleaning and Dyeing; C. W. Johnson, president, Laundry & Dry Cleaners Machinery Manufacturers Association; Fred McBrien, president, American Institute of Laundering; J. Stanley Hall, president, Laundry and Cleaners Allied Trades Association; T. E. Millholland, president, National Institute of Cleaning and Dyeing; Albert Johnson, Harold Haws, and George H. Johnson, secretary-treasurer, Washington representative, and vice-president, respectively, of the All-

ler Hotel, Boston, Mass., October 7th, during the AIL Convention. Approximately 250 allied tradesmen, one of the largest audiences for this event in recent years, attended the meeting. The theme of the meeting was concerned with the current industrial defense program and several excellent talks were given on this all-important subject. ●

## LINEN SUPPLIERS HONORED

**H**YMAN MINDICH, of the Mirrolike Family Laundry Service Co., and Selig S. Burrows of the Central Coat, Apron and Linen Service, Inc. will be honored for their philanthropic efforts at a joint dinner of the Laundry and Allied Trades and Linen Suppliers divisions of the Federation of Jewish Philanthropies at the Hotel New Yorker, New York City, on December 7th.

The dinner will climax the drive of the two divisions in support of the current \$20,000,000 campaign to maintain and extend services of the 116 hospitals, health and social welfare agencies affiliated with the Federation.

The efforts of the Laundry and Allied Trades division in behalf of Federation are being guided this year by David M. Bluestone, Bluestone and Mesibov, honorary chairman; A. J. Abrahams, State Laundry Co., 1950 drive chairman; Philip Sobin, Carolyn Laundry, treasurer. Leading committee members include: Abraham L. Bauman; Bernard Bronk of Central Laundry; Louis Fishman of Surprise Laundry; Arthur L. Kliegman of Kliegman Bros.; Isidore Meyerson of Blake Laundry; Abraham Rosenberg of American Laundry Machinery Co.; Aaron Schneider of Jumel Laundry, and Adolph N. Weiss of Utility Laundry Service.

Charles Maslow, Best Apron and Supply Company, is honorary chairman of the Linen Suppliers Division. Robert Maslow, of Best, is division chairman and Bernard J. Botack of A & P Apron and Linen Supply, is treasurer.

Among the members of the Linen Suppliers committee are: Philip H. Band of Elite Laundry; Aaron Bonoff

of General Diaper Service; Samuel Botway of L. I. Coat, Apron and Towel Supply Co.; Murray Cohen of Cummings-Landau Laundry Machinery Co.; Benjamin Cutler of Cornell Linen and Supply Co.; Albert Gitlow of Professional Linen Service; Murray Gordon of Columbia Steam Laundry; Joseph Settol of Roamer Linen Supply Co.; Samuel Spatt of Central Coat and Linen Supply Co., and Carl E. Troy of Cascade Laundry Co. ●

## SAFETY TRAINING BOOKLETS

**S**IX new training booklets for foremen and supervisors, called the "Psychology of Safety in Supervision," have just been issued by the National Safety Council. The series is written by Dr. J. L. Rosenstein, industrial psychologist and professor in the department of management, Loyola University, Chicago, Ill.

"You Can't Change Human Nature" is the title of the first booklet in the series. This discusses common peculiarities of human nature and explains why no one is perfect.

"What Is Your UQ?" is the second booklet, explaining the meaning and importance of a supervisor's understanding quotient, or his ability to understand the attitudes and actions of his workers.

"Teaching Safety on the Job," the third in the series, describes accidents that happened because workers lacked sufficient knowledge or skill, and discusses supervisory training methods required to prevent such accidents.

"People Act Alike," the fourth booklet, explains in what way normal people are alike and in what manner they differ from one another. It discusses basic human wants and explains how supervisors can satisfy these wants.

"Safety Takes Teamwork," the fifth of the series, suggests methods for supervisors to make safety interesting and important to workers.

"You Are Human Too," the last of the series, gives supervisors a hypothetical measuring stick for determining their own strong points and weaknesses, and shows them how to evaluate their habits, emotional biases and abilities as supervisors.

Complete sets of the six booklets are offered to members of the National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill., at 90 cents per set in quantities of from one to nine, at 85 cents per set in quantities of 10 to 99, at 80 cents per set in quantities of 100 to 999, and at 75 cents per set for 1,000 or more. Prices to non-members are double those listed. ●

## NEW N.I.D.S. OFFICERS



The newly elected officers and board of directors of the National Institute of Diaper Service, following the group's 13th annual convention held at Edgewater Park, Mississippi, October 2-5. Left to right: Stanley I. Posner, legal counsel; W. W. Crow, Jr., Infants Diaper Service, Inc., Birmingham, Region IV; Fred H. Knowles, of the Dy-Dee Service, Phoenix, Region V; John V. Alcorn, Lullaby Diaper Service, Atlanta, Region III; George H. Hawson, Dy-Dee Wash, Inc., Cleveland, president; Ruth Perry Schaumann, New York NIDS secretary-treasurer; Hope F. Lewis, Dy-Dee Wash, Inc., Detroit, Region II; A. M. Van Fleet, Tidy Dy-Dee Service, Allentown, Pa., Region I; and Kenneth Thurstone, Dy-Dee Wash, Inc., Buffalo, substitute director-at-large



*Your customers will see...  
and feel the difference!*



• **DREW WASHROOM DETERGENTS** not only clean... they protect fabrics from harsh mechanical and chemical action. In fact, Drew Washroom Detergents will give garments such a soft, smooth, lustrous finish that your customers can actually feel the difference!

Drew Washroom Detergents give exceptional cleaning action even at low concentrations... rinse freely and completely in cool or even cold water... are safer, quicker, more economical to use! They are "oil-conditioned" with selected vegetable oils that insulate and preserve fabrics!

**BREAKSYN**—the perfect balance of oil conditioned alkali, soap and synthetic. High pH for the first operation.

**BUFF**—oil-conditioned soap builder and high pH Detergent that gives soap more "kick." Less than 2% moisture!

**NAPTHOLE**—oil-conditioned, medium high pH builder that wets-out instantly and completely.

**NAPSO 22**—the perfect vegetable oil built soap for washing colors at low temperatures.

For further information write

CHEMICAL SPECIALTIES DIVISION  
**E. F. DREW & CO., Inc.**  
15 East 26th St., New York 10, N. Y.  
CHICAGO • PHILADELPHIA • BOSTON



When writing to advertisers please mention The STARCHROOM LAUNDRY JOURNAL



# Cleaning Section

## NEW DEPARTMENT INCREASES SALES

Laundry Increases Drycleaning Sales By  
Setting Up Its Own Cleaning Department

By WAYNE WILSON

**T**HE change in drycleaning sales that results when a laundry puts in its own drycleaning department would make an interesting study for a sales psychologist. The experience of the Universal Laundry, Portland, Maine, is a typical example of that phenomenon.

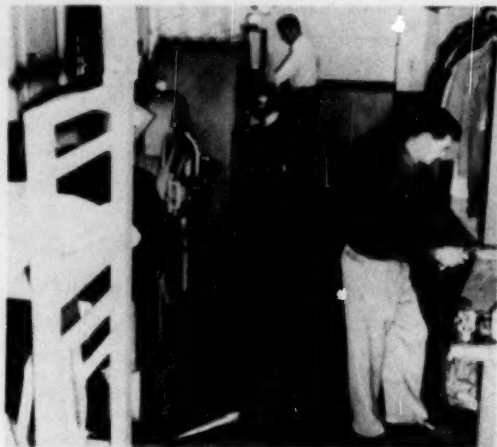
A couple of years ago Walter Spallholz, general manager of the Universal, decided that the time was fast approaching when they should have their own drycleaning department. The company had the space available in a nearby building, they had a good sales force, and it appeared that drycleaning could be produced at a reasonable profit. The city had its quota of drycleaners, with the usual number coming into the business since 1946, but in spite of that he felt that total sales of the Universal would respond to the addition of a new drycleaning department.

No one in the organization had had any experience in producing drycleaning, so that was one of the first and, as it turned out, easiest problems to be solved. Arthur H. Brown, the laundry superintendent, had indicated his willingness to learn. Arrangements were made for him to attend the National Institute of Cleaning and Dyeing's 69th class. This time was picked to coincide with the slack time of the plant. In Maine the peak laundry season is in the summer when vacationists invade the area.

While attending the Institute Arthur was surprised to meet another young man from Portland, Almond Mains. He suggested to Mains that if he didn't have anything lined up following his graduation he might find an opening at the Universal. That suggestion was followed, and today Almond Mains is busy running the drycleaning department under the general supervision of Brown.

### Quality to Be Stressed

It was decided that the basic policy of this new department would be high quality work. It was felt that high quality would be easier to sell, would only cost slightly more to produce, and would meet a need of the community. With this policy in mind the plant layout was worked out. The space available was not too large,



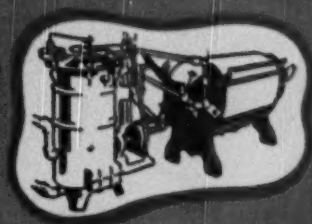
Marking and classifying take place at extreme left. The cleaner at right also does prespotting. Spotter can be seen at rear of picture

but would permit most of the work to be done on one floor. It seemed advisable to put the wetcleaning department on a separate floor from the cleaning and finishing.

This building that was to be used for the new department was an old four-story tenement. The first floor and basement were to be used for the drycleaning department, and the laundry's sales department was put on the second floor. Under those circumstances a chlorinated solvent system was selected, using machines of 30-pound capacity.

Brown and Mains spent considerable time planning the layout. Applying what they had learned at Silver Spring, plus what had been observed in other drycleaning departments, the work flow was made in a "U." The soiled work was marked in one corner, went directly to the cleaning department along the same wall, and

**NOW YOU CAN CLEAN  
REVERSIBLES  
AND OTHER RAINWEAR  
SPARKLING CLEAN  
RIGHT IN THE MACHINE**



*Eliminate*  
**COSTLY HANDBRUSHING  
AND WET CLEANING**  
*by use of*  
**CYCLO PRESPOTTER AND WATER  
IN DRY CLEANING WASHER**

## **ONLY CYCLO PRODUCES SUCH AMAZING PASS-UPS THRU ITS POWERFUL DUAL ACTION ON GROUND-IN AND WATER-SOLUBLE SOIL**

"Rainwear" includes all cotton or cotton-content garments such as raincoats, rain jackets, rain suits, snow suits, ski suits and reversibles.

### **PREPARATION OF STOCK**

Prepare Cydo Stock M by mixing one part Cydo, one part solvent and one part water in a non-corrosive container in the order named. Always mix the solvent with the Cydo before adding the water. Stir lightly before each successive use.

### **DIRECTIONS FOR FULL LOAD**

When enough rainwear has been received for servicing to make up a full load, clean in machine with low solvent level and use 3-oz. of Cydo Stock M for each pound of fabric. Introduce the stock very slowly across entire width of cylinder as it rotates toward you. This high concentration of prespotter and water produces an amazingly high percentage of pass-ups when used as follows:

**SOAP RUN: 20 to 25 min. at 1/3 level**

**FILTER RINSE: 30 min. at 1/3 level**

Because of the high concentration of prespotter introduced to machine, it is advisable to drop solvent after soap run and replace with distilled solvent for filter rinse. (If garments are to be later treated with water repellent, follow the filter rinse with a final batch rinse in distilled solvent, as slight traces of soluble impurities

left in fabrics from filtered solvent greatly reduce the efficiency of any water repellent.)

Extract lightly. Tumble on cold air for 10 minutes, and then complete drying with hot air.

### **DIRECTIONS FOR FEW PIECES**

When there is not enough rainwear to make up a full load, the operator may then brush the few pieces by hand with Cydo Stock M and follow with filter run in the machine. Or, he may run the few pieces in the machine with a load of hard woollens with conventional filter soap formula, and then brush only those requiring further treatment with the Cydo Stock M.

### **SPECIAL HANDLING FOR UNUSUAL WOOL LININGS**

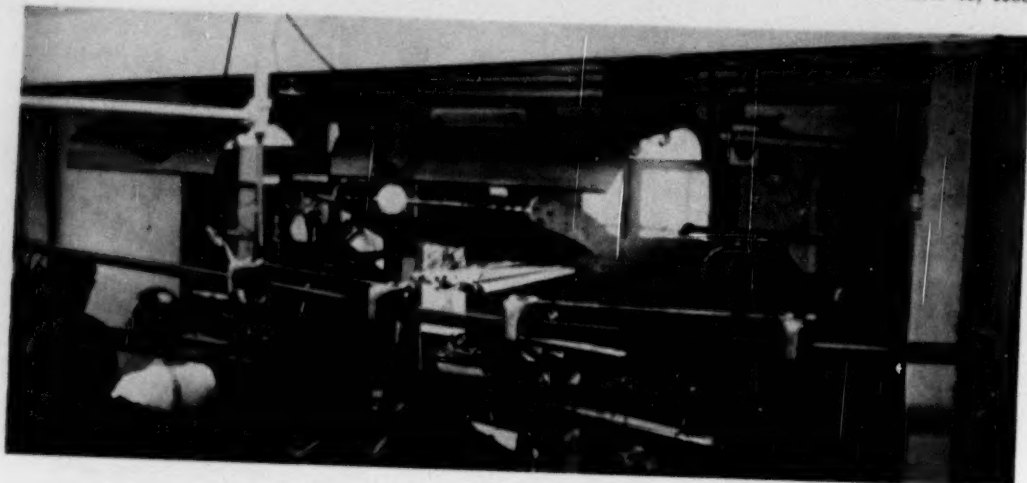
Machine cleaning with 3-oz. Cydo Stock M per pound of fabric produces a beautiful job and causes no shrinkage or color running on the majority of rainwear described in the first paragraph. However, when a bright shade of soft wool has replaced the customary plaid cotton, this should arouse suspicion of either felting of the loosely-woven wool or running of the bright shade of wool dye when using so much water. Even these few suspicious appearing garments often may be cleaned with Cydo Stock M without damage, and some operators make no attempt at classification. The cautious operator, however, may set these few exceptions aside for cleaning with soft, loosely-woven woollens.

**Fresh Stocks Available for Prompt Deliveries from all Leading Jobbers**

# **R. R. STREET & CO., INC.**

561 West Monroe St., Chicago 6

*Industrial Chemists* SINCE 1876



A view of the Universal Laundry's wool finishing department

was spotted in the corner at the far end of the room. From there it traveled by slick rail to sewing and then down the other side of the room through the finishing department and arrived at final inspection and assembly just a few feet from where the work started through the department.

Universal found that although personnel can be trained or hired and equipment can be bought, there is no way to get volume except to work for it. Not having a large advertising appropriation designated or earmarked for the opening, care had to be taken in selecting media to bring the new plant to the attention of the public.

The plant had for years accepted drycleaning and then sent it out for processing. Regardless of sales ef-

forts, this service had not proved popular with the sales force or the customers. It did, however, provide a small nucleus with which to start the new department. The opening was held in January of this year. The new equipment, the personnel and the building were all ready to produce. It was up to the sales department now.

Newspaper display ads of moderate size were used to announce the new service to the general public. Bundle inserts, stuffers in the statements, and truck signs told the laundry customers about Universal's drycleaning. A routemen contest was used to stimulate the men into asking both old and new customers for drycleaning service. In order to make it economical for the company to produce high quality work, and at the same time to emphasize quality to the market, the company set a price slightly higher than any of its competitors. This benefitted the routemen in two ways. It made the service more attractive to sell, and it supported the basic idea that the work was better.

#### Classified Ad Promotion

After the original announcements were carried in the display ads and the other sales promotion matter had been used, it became necessary to develop a method of continuing the promotion at a low cost. Spallholz had seen a device used by an up-state New York plant he thought would work for the Universal. This idea was to use classified ads in the newspaper, offering a free trial to some family in the market area.

This method was adopted. The routemen were asked to submit names of their best prospects. They were told that these prospects should be people from whom they had been unable to get drycleaning with their laundry, or the prospect should live in an area that needed filling in to help the route. Each of the nine routes and the four stores were used as sources for names for the promotion.

As soon as the ads began to appear they created an immediate response. The ad would read something like this: "If Mrs. A. B. Smith, 1234 5th St., will call the Universal Laundry she will be given a free cleaning job on a dress or suit, so that she may see the fine work done by our new drycleaning department." The ad would be signed by the Universal Laundry with the

(Continued on page 62)



Arthur Brown, Universal's drycleaning supervisor, makes random inspection to see that the work fulfills the high quality standards



**you win "hands down"!**

**Hoffman 140-F units**

**give safety solvent cleaning**

**for lowest cost per pound.**

A dollar's worth of 140-F safety petroleum solvent cleans more garments.

Owners report costs as little as  $\frac{1}{4}$ ¢ per pound with their Hoffman 140-F units. For use in any commercial building. Shown here is the Model 35

for loads up to 35 pounds. Other Hoffman models for loads up to 200 pounds. Available also, without 140-F features, for use with Stoddard petroleum solvent where location permits. Write for Bulletin A-679.



# Hoffman

**U. S. HOFFMAN MACHINERY CORP.**

**105 FOURTH AVENUE, NEW YORK 3, N. Y.**

When writing to advertisers please mention The STARCHROOM LAUNDRY JOURNAL

## CROWDED CHARLIE

Laundry Uses Cartoon-Type  
Character in Focusing  
Storage Vault Promotion

By JOHN J. DUNN



**W**HEN you mention the Monarch Laundry in Chicago, somebody usually brings up the subject of how that organization used the AIL film, "Time for Living." This has been true to some extent for the past year or so. It will be even more apparent now that Bernard Vellenga, Jr., has told the Boston AIL convention how Monarch routemen, following up immediately after the showings, have averaged new orders from 10 percent of the prospects.

"Poor Peter Pillow," a pillow renovation advertising device which was developed originally at Monarch, is also pretty well known in the industry. One of the Chicago firm's latest promotion devices—and one which has not been widely publicized as yet—is "Crowded Charlie," a cartoon character designed to poke fun at the home clothes closet overflowing with unused, off-season garments.

Monarch has always displayed a neat knack for—to turn a really resounding phrase—the personification of the abstract. A major handicap in promoting any service is the difficulty of spotlighting something that has no concrete existence. If you are selling a car, a cow or a can opener, you can picture or display the item being offered. But how can you illustrate a laundry, cleaning or storage service? As far as storage is concerned, a picture of a vault interior or a heavy bank-type door is the most common method of obtaining a focal point for the advertising message. "Your precious garments are protected in this modern vault . . . Moth proof . . . Fire proof . . . Burglar proof . . . Dust proof."

Advertising of this type has its merits and it may be used fairly effectively. Basically, however, it tends

to overlook one of the primary keys to good selling: the customer's only concern is what you can do for her. If she is convinced of your dependability—and since you've been in business for years, she may be sold on the point already—the housewife is interested in your plant only in so far as it affects her personally.

Crowded Charlie is strictly a comic character, and it might seem a little ridiculous to assign him a rather grandiose mission in life. Nevertheless, this character was designed as a rallying point for Monarch's vault promotion. Moreover, Crowded Charlie is a symbol which emphasizes the advantages garment storage offers to the customer. As yet, the Monarch cartoon character has been employed only as a bundle insert. The 8½ by 11-inch flyer was produced in sepia ink on a green, silvered paper.

Monarch uses the standard media for promoting storage. Under the heading of more unusual devices, mention should be made of the bright, fire engine red neckties worn by the routemen during the storage season. When a woman makes a comment on the dashing haberdashery, the driver has an opening to bring up storage. The tie, he points out, is to remind him and the customer that the time has come to begin putting away those winter clothes. The special red bags in which the routemen place storage items are designed partially to draw attention to the service and partially to segregate these pieces in the plant.

Any service is a somewhat nebulous piece of merchandise, but both Crowded Charlie and Poor Peter Pillow testify to Monarch's success in hitching its promotion to a symbol with a definite personality. ●



# Take the ~~X~~ out of Spotting!

## STREET'S **FREE** PLANT-TESTED

### "INSTRUCTOR" BOTTLES TELL YOU:



Use a drop at a time  
on the steam or fancy  
spotting board.

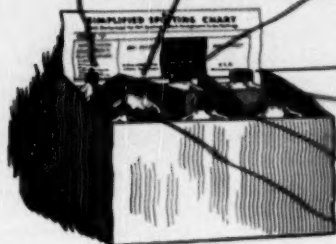


Use on prespot board  
before cleaning or re-  
cleaning.



Use on scouring board  
or in wet-cleaning de-  
partment.

- **What it is!**
- **What it's for!**
- **How to use it!**



Use on special stains  
... reserve some for  
use on "lipstick loads"



Used by inspectors &  
pressers...to prevent  
costly "go-backs."

## HERE'S WHAT YOU GET...

### **FREE**—DISTRIBUTED ONLY —BY JOBBER SALESMEN

- 1 Wall Placard of Simplified Spotting Chart
- 2 4-Ounce Dropper Top "Instructor" Bottles
- 5 12-Ounce Shaker Top "Instructor" Bottles
- 7 Sets of Instructions (on back of each bottle)

**SAVE TIME —  
MONEY — MATERIAL**

**YOUR JOBBER HAS THEM IN STOCK!**

**YOUR JOBBER SALESMAN HAS YOURS!**

**GET YOUR FREE "INSTRUCTORS" NOW!**

**"Ask Your Jobber Salesman"**



Use a drop at a time  
on the steam or fancy  
spotting board.



Use on prespot board  
before cleaning or re-  
cleaning.

**R. R. STREET & CO., INC.** Industrial Chemists SINCE 1876 • CHICAGO 6

# CONDENSED DIRECTIONS FOR SILK SPOTTING

## USING CHART ON OPPOSITE PAGE

When garments are literally prespotted before they ever enter the dry cleaning washer, there remains very little to be done in the nature of water spotting, digesting or chemical spotting. When garments are not spotted prior to cleaning the following procedures are accepted practice.

First, when a batch of dry cleaned dresses reaches the spotting department, sort them into three classes of work:

**"Pass-ups":** Those which are free from stains and which may be sent directly to the finishers without further treatment.

**"Wash":** Those which should be sent directly to the wet cleaning department for removal of soil and stains too general to respond to normal spotting operations.

**"Spot":** Those which have responded properly to dry cleaning and which are contaminated only with those isolated stains which may be satisfactorily removed on the spotting board.

The dresses in the "Spot" group are then handled individually on the spotting board, using the formulas listed in the Simplified Spotting Chart shown on the opposite page. Note that the formulas are of two distinct types which may be immediately identified by the shade of the background in the section on which each appears. The formula types are identified as follows:

**Pink Sections:** Those formulas which are water soluble and which, when used locally on isolated spots, may be feathered out; or, if used extensively in larger quantities over wide areas, require rinsing by immersion in water.

**Black Sections:** Those formulas which are soluble in dry solvents and which require rinsing in dry solvents, preferably by machine rinse in pure solvent on filter circulation.

In general those stains which require the use of formulas in the pink sections are removed first. That constitutes the regular wet spotting process. Then, after drying, treat the so-called "work-ups," "recleans" or "brush-outs" which require the use of formulas in the black sections. Then, if slight smudges or tiny stains appear after finishing or pressing, these so-called "touch-ups" or "do-overs" require Picrin, which is volatile and which may be most easily feathered out without musing the fabric to the extent of making refinishing necessary.

A more detailed sequence of operations may be had by the following use of The Simplified Spotting Chart:

**Step 1.** Remove stains in Group "A" with Protein Formula listed on chart and feather out in customary manner. If stains have been coagulated in drying, digest them with R.S.R.

**Step 2.** Remove stains in Group "B" with Tannin Formula listed on chart. Streepene may be used as a final treatment on white goods.

**Step 3.** Remove stains in Group "C" with Tannin Formula listed in Group "B" and follow with Protein Formula listed in Group "A." Alternate and repeat when necessary.

**Step 4.** Remove stains in Group "D" with Rusteze on colored fabrics, or Streepene on whites; Tannin Formula is safer than Rusteze on weighted silks.

**Step 5.** If stains in Groups "E" and "F" are small and appear only on isolated areas, Step 6 may be omitted, and the stains may be removed on the wet side with the formula consisting of 1 part Pyratex and 1 part water. Then feather out in the same manner as stains in steps 1 to 4 inclusive. This eliminates the necessity for subsequent dry spotting and recleaning as required of the heavier stains in Step 6.

**Note:** If the wet spotting operations in Steps 1 to 5 inclusive have been confined to reasonably small stains on localized areas, the spotted areas may be feathered out. However, if the work covers large areas, and thus requires large amounts of spotting agents, it may then be advisable to remove the loosened stains and spotting agents by the immersion method with a rinse in clear water. After feathering out or rinsing with water, permit fabrics to dry. Those free of stains are sent directly to finishing department. The others are held for dry spotting with "recleans" in Step 6.

**Step 6.** Now handle the "recleans" or "work-ups" which constitute the heavy stains in Groups "E" and "F," using the dry formulas shown in black sections, selecting 1 part Cyclo and 2 parts Picrin for stains in "E," and straight Pyratex for stains in "F." Dresses so treated are then sent to cleaning room for machine rinse in pure solvent on filter circulation. In this same step stains in Group "A" are also removed from those garments which, either because of type of fabric or garment style, should not be subjected to wet spotting. The stock M formula calling for 1 part Cyclo, 1 part solvent and 1 part water is the most effective for Group "A" when a solvent-soluble formula is required. The recleaning is then performed in same manner as when using Cyclo or Pyratex on Groups "E" and "F."

**Picrin for Touch-ups:** After finishing or pressing, small stains may appear which might have been missed in spotting, or they might be the result of unclean hands or brushing against a machine. Picrin is most adaptable to this use. It has quick acting solvent properties, and being unusually volatile, feathers readily without unduly musing the fabric.

**ASK YOUR JOBBER SALESMAN FOR FREE "INSTRUCTOR" SPOTTING BOTTLES ILLUSTRATED ON PREVIOUS PAGE**

# SIMPLIFIED SPOTTING CHART

Pink Background For Wet Spotting—Black Background For Dry Spotting

<b>GROUP "A"</b> FOOD, STARCH SUGAR, SWEETS PERSPIRATION BLOOD ICE CREAM MUD WATER MARKS ALBUMEN DISCHARGE GLUE	<b>PROTEIN FORMULA</b>  11 parts MULSOLITE 1 part 26° AMMONIA	<b>STOCK M</b>  1 part CYCLO 1 part SOLVENT 1 part WATER (Mix in order named)	<b>POWDERED DIGESTER</b>  R. S. R. (Mfrd. by Wallerstein Co.)
<b>GROUP "B"</b> COFFEE TEA LIQUOR BEER SOFT DRINKS FRUIT JUICE MEDICINE GRASS DYE STAINS	<b>TANNIN FORMULA</b>  1 part MULSOLITE 1 part GEN'L. FORMULA #209	<b>POWDERED STRIPPER</b>  <b>STREEPENE</b> (For whites only)	
<b>GROUP "C"</b>  INKS	<b>OILY TYPE—WET</b> <b>TANNIN FORMULA</b> alternated with <b>PROTEIN FORMULA</b>	<b>OILY TYPE—DRY</b>  Straight <b>PYRATEx</b> (Marking and ball pen ink)	<b>POWDERED STRIPPER</b>  <b>STREEPENE</b> (For whites only)
<b>GROUP "D"</b>  RUST (and other iron compounds)	<b>LIQUID ACIDIFIED TYPE</b>  <b>RUSTEZE</b> (Mfrd. by Crescent Chemical Co.)	<b>TANNIN FORMULA</b> 1 part MULSOLITE 1 part FORMULA #209 (For weighted silks)	<b>POWDERED STRIPPER</b>  <b>STREEPENE</b> (For whites only)
<b>GROUP "E"</b> PAINT VARNISH TAR ASPHALT PITCH OIL GREASE BOTTOM STREAKS	<b>OILY TYPE—WET</b>  1 part PYRATEx 1 part WATER	<b>OILY TYPE—DRY</b>  1 part CYCLO 2 parts PICRIN	
<b>GROUP "F"</b> COLLODION LACQUER ENAMEL NAIL POLISH AIRPLANE DOPE NEW SKIN ROUGE LIPSTICK SHOE POLISH	<b>OILY TYPE—WET</b>  1 part PYRATEx 1 part WATER	<b>OILY TYPE—DRY</b>  Straight <b>PYRATEx</b>	

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# ASK THE EXPERTS!

*Quality Furs, Inc.*

MANUFACTURING FURRIERS 333 SEVENTH AVENUE, NEW YORK 1, N. Y. - CHICKERING 4-6649

September 19, 1950

National Cleaner & Dyer  
H. H. Donnelly Corp.  
304 E. 45th Street  
New York, New York

Gentlemen:

I have just had the pleasure of reading David G. Kaplan's  
"Fur Book", published by you.

For the first time, fur production techniques are explained  
and illustrated in a manner so clear and simple, even the layman  
can understand it.

To say that every furrier, whether he be a manufacturer  
or retailer, can derive much valuable information on manufacturing,  
repair and remodel techniques, only begins to describe the use-  
fulness of the "Fur Book".

I wish it were possible to place this book in the hands of  
every fur buyer, salesman, processor, storage man, department  
store, specialty shop executive and others handling fur garments,  
so that all would properly appreciate the whys and wherefors of  
fur garment craftsmanship.

Very truly yours,

By *Herman Suskind*  
Herman Suskind

HS:MC



Here are just a few of the comments  
from authorities about

# THE FUR BOOK

BY DAVID G. KAPLAN

From Fur Trade Review, a leading industry weekly:

"No better praise for the latest of fur books to reach the market could be wanted than the subtitle of David Kaplan's latest work, which reads:

"'A Practical Guide to Fur Garment Making, Maintenance, Repairing and Remodeling'

"And for once we're happy to receive a book that does live up to its promises. . . .

"'The Fur Book' is recommended to both the craftsman and neophyte as enabling them to do any job correctly the first time. A good book, indeed. . . ."

From the president of Bonis Bros. Fur Machinery Corp.:

"I was particularly interested in your sections on learning how to sew, and the other descriptions of sewing methods used on common furs. This is the first time I have ever seen these principles put down on paper and with pictures and all, let alone as completely as you have done."

If you don't agree with the experts—the purchase price of only \$7.50 will be refunded if the book is returned to us within five days. Send now for this

## INDISPENSABLE TEXTBOOK FOR EVERYONE WHO HANDLES OR PLANS TO HANDLE FURS!

The Fur Book includes basic techniques, standard and improved methods for processing and conditioning, types of pelts, common problems and how to solve them, considerations in setting up a fur business or department. Every phase described step by step, with sample jobs in detail and fully illustrated throughout. Complete, practical, easy-to-understand presentation by an experienced teacher-furrier.

The STARCHROOM LAUNDRY JOURNAL  
304 East 45th Street  
New York 17, N. Y.

☐

CHECK

☐

MONEY ORDER

Gentlemen:

Please send me my copy (postage paid) of THE FUR BOOK by David G. Kaplan.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

**NOW!**



## Instant MOISTURE

When You Want It...Where You Want It

### Dryco E-Z SQUEEZE WATER SPRAY GUN

World's finest, fastest, water spray gun. Famous for 20 years. More in use than all others combined. Hangs with spray and down. No fumbling for trigger, just reach, squeeze, get instant spray. Swings out of way when released. Long-lasting, trouble-free. Gives for more finishes per hour. Pays for itself, then pays you.

Circle 25 on your supplier

**Dryco CORPORATION**



MODEL F—with 6 ft. hose, coupling, valve, suspension spring... \$9.95

WE ARE OUR DISTRIBUTORS



## MANITOWOC SYNTHETIC RECOVERY TUMBLER

Big 36" x 30" synthetic dry cleaning tumbler, designed to aerate clothes and recover solvent. Holds 35 lb. load, operates on 20 minute cycle, can be used with your present system. No shrinkage guaranteed—highly efficient solvent recovery assured. Priced at \$1150. complete, F.O.B. Manitowoc.

**MANITOWOC—DIV. OF MANITOWOC SHIPBUILDING CO.**

513 - 14th Street

Manitowoc, Wis.

(Continued from page 54)

address and telephone number. The longer the idea was used, the more people looked for their names or their friends' names in the paper.

The company followed up in case they got no response from the individual named. There was no time limit, so the person who had not responded was telephoned and told about the offer and asked when she would like to have the routeman stop.

Recently, names of drycleaning customers have been added to the list from which the daily selection is made. This came about because occasionally some good customer would ask when her name was going to appear, and Universal's management felt that there was justification to the question.

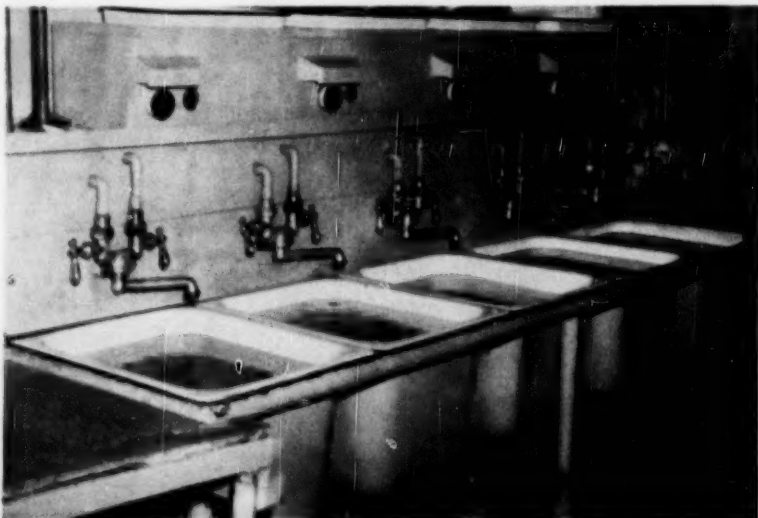
Some people might think that this idea is limited in effectiveness only to the person whose name appears, but it has more appeal than that. Frequently, when peoples names are used, they receive calls from friends asking if they saw their name in Universal's ad. One local business man reported that several people came into his store to tell him that his name appeared that day. All of which helps spread the word that the Universal Laundry is now in the drycleaning business. A good

percentage of the people named in the ads continue to patronize the plant.

There is one interesting thing that anyone using this method should know about. Newspapers must be very careful not to use anything that even resembles a lottery. They want to know how the names are selected and how they are to be used in the ad. This is necessary because of postal regulations.

The Portland newspaper classified section rates set the cost of this type of promotion. With an outlay of less than \$3.00 per day Universal finds this method of sales stimulant a very good investment. They intend to continue it as long as it gives results. Possibly, if it loses its effectiveness, it might be discontinued for a while and then resumed.

Universal has no intention of attempting to capture all the drycleaning business in the community it serves. Its management is well satisfied with the new department's progress so far, and expects it to continue making a substantial contribution to total sales. Once again this plant has shown what so many others have found, that installing its own drycleaning department does something that nothing else can do to create drycleaning sales. ●



The neat wetcleaning rinse tubs. Switches above the tubs regulate light bulbs used to keep digesting baths at a constant temperature. Garments can be seen soaking in the two middle soaking dishes at top of picture



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Ginger ale on Grandma's satin?  
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and stain identification, spotting methods, equip-  
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# Engineering Section

## BOILER SOOT MEANS WASTED HEAT

By J. G. BERGER, M.E., *Engineering Editor*

*Consulting Engineer—N. J. Laundry and Cleaning Institute, Engineering Consultant—National Inst. of Rug Cleaners. Member—American Institute of Electrical Engineers. Member—American Society of Mechanical Engineers. Member—National Society of Professional Engineers. Member—American Academy of Political and Social Science. Member—Smoke Prevention Assn. of America, Inc.*

**W**HEN soot prevents heat from getting into the water in the boiler, flue gases go up the chimney at a high temperature and fuel is lost. To put it another way, soot makes the boiler inefficient because it causes the boiler to produce less steam per gallon of oil or pound of coal than it would produce if the tubes were clean.

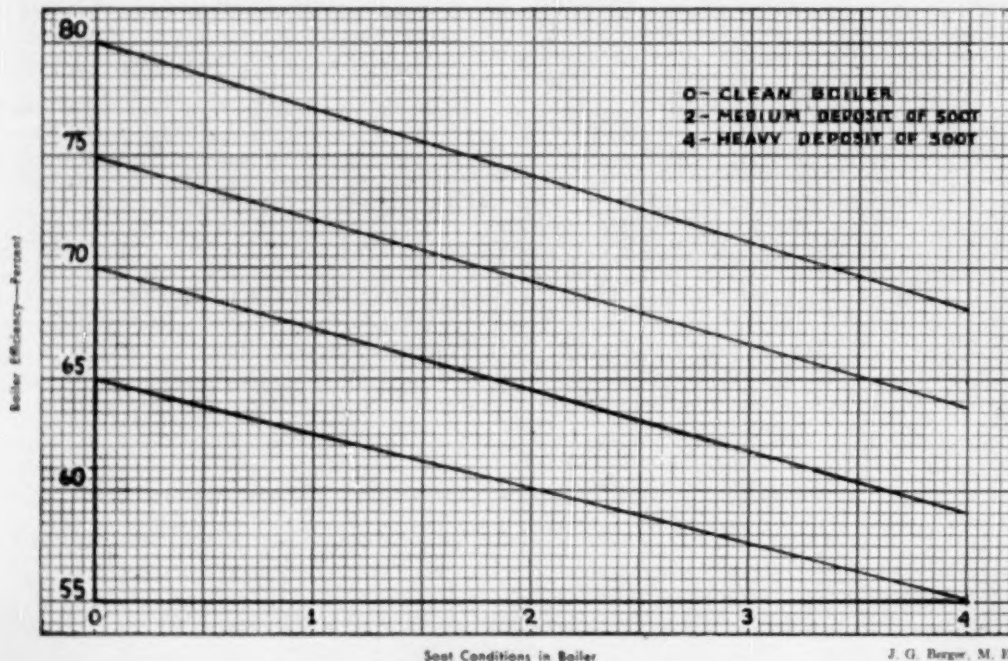
This fact is so simple and well understood that perhaps an apology for writing about it is required. But the fact is, many laundryowners do not seem to know

what the accumulation of soot on the boiler heating surfaces means in dollars and cents.

The accompanying chart shows the changes in boiler efficiency due to accumulation of soot on boiler heating surfaces. The numbers from zero to four on the horizontal axis of this graph represent different conditions of the boiler heating surfaces exposed to the combustion gases, varying from a clean boiler to a heavy deposit of soot with all the graduations in between.

For example, the chart shows that if a boiler has a

Changes in Boiler Efficiency Due to Accumulation of Soot on Boiler Heating Surfaces



J. G. Berger, M. E.



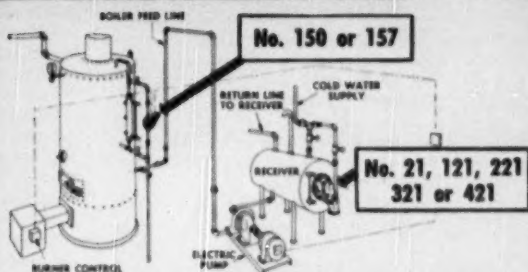
### Pump controllers

Highly perfected and proved in thousands of installations, the McDonnell No. 150 is the pump control for boilers with steam pressures up to 150 lbs. Convenient terminals provide circuits for pump motor (or starter), for low water cut-off of burner, and, when desired, for low water alarm. No. 157 (at right) is the same dependable control with integral water column which greatly cuts cost of installation under many conditions.



### Receiver tank make-up feeders

To provide make-up water when insufficient condensate is returned to the tank, dependable McDonnell make-up feeders are available. Simplest form when adaptable is the No. 21 series (at left) which is installed right in receiver tank and feeds water directly. Four flange shapes and sizes are provided in this series (Nos. 21-121-221-321) to fit openings in most tanks. The No. 421 (at right) takes care of conditions where installation with equalizing piping is necessary. These quality feeders seat drip-tight against high water pressures.



## —but no need to SCRAM with dependable boiler water level control

A steam boiler without automatic boiler water level control is strictly a "Sam-you-better-scream" deal. But there's no need to scram when the job of safeguarding the boiler is taken over by the simple hook-up diagrammed above.

It will pay you to study this diagram for a moment and note how the water level (the feed pump) is controlled from the water level itself by a McDonnell No. 150 or 157 pump control. This modern method holds the water level within the close limits that steps up efficiency . . . pays for the control.

An extra switch on the control provides circuits for low water fuel cut-off and low water alarm if a fuse should blow in the feed-pump circuit. The McDonnell make-up feeder on the receiver tank maintains a minimum level in the receiver tank at all times.

Note the facts opposite about the dependable McDonnell equipment that will give you this protection and increased efficiency. Ask for data sheets covering every detail of the simple installation and wiring.

MCDONNELL & MILLER, Inc., 3500 N. Spaulding Ave., Chicago 18, Ill.

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*Boiler Water Level Control*



## THE MODERN SYSTEM OF CONDENSATE DRAINAGE CONTROL THAT CUTS LAUNDRY COSTS WITHOUT ADDING NEW EQUIPMENT

"We saved \$6000 a year on recovered steam."

"Our pressing time was reduced 70%, without the necessity of adding any additional boiler. We also saved 25% on fuel and recovered 12% of condensate."

"We increased the speed of our flatwork ironers more than 12%, no longer have trouble with damp hems, or have cold machinery when we start work in the morning. Best of all, we don't have to drain or 'baby' a single unit at any time."

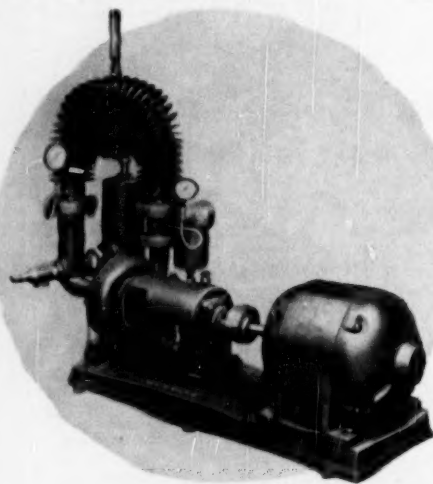
"Our shirt ironing capacity was increased over 50%."

"We eliminated some 15 or 16 traps—also their constant changes and repairs. Since putting in this system we have reduced our productive labor which undoubtedly is due to the fact that our equipment is a great deal better."

In practically every instance of a Cochrane C-B installation, the report is similar to the above quotations. And in addition to improving the speed of output and better laundered goods, these installations have remarkably reduced their operating costs for competitive selling against self-service laundrettes.

Is it any wonder that laundry operators everywhere are studying the remarkable results that can be accomplished in the closed system from boiler through equipment and back to boiler by the use of Cochrane C-B equipment?

If your operating costs are cutting too heavily into your laundry profits, if self-service competition is making inroads into your customer lists, you'll be interested in knowing how many progressive laundries are meeting these factors and increasing their profits without adding a single press, ironer or tumbler.



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CONDENSATE  
DRAINAGE  
CONTROL**

75 percent efficiency when clean, the accumulation of a medium or 22 deposit of soot drops the efficiency to 69.3 percent. This would mean a loss of \$225 on an annual fuel bill of \$3,000. To use another example, if a clean water-tube boiler operates at 80 percent efficiency, an excessive deposit of soot could drop the efficiency as low as 68 percent, as the chart shows at #4. A laundry whose fuel bill was \$3,000 per year would show a loss of \$450 annually under these conditions.

Soot should not be confused with carbon from the smoke of the coal, wood, or oil fire. Soot is usually made up of ash of various kinds, which may appear to be gray, brown, red, green, or white in color. Usually, however, this ash is mixed with some carbon deposits, which give it a dirty appearance.

### Solving the Soot Problem

To overcome this difficulty, the old-fashioned way is to use a hand steam lance to remove the soot when the boiler is shut down. However, the boiler is gradually sooting during the inbetween periods, which brings the average efficiency down.

With soot blowers it is a simple matter to turn a valve and clean the boiler as often as is necessary, insuring highest efficiency at all times. Soot blowers, must, of course, be installed so they will reach all parts of the boiler. A partial job is very unsatisfactory and may be detrimental to the life of the boiler.

One of the things to remember when installing a soot blower is that the steam line leading to it must be drained of condensate before it is used for soot blowing, as the water will damage the tubes or the soot, causing it to bake on the surfaces. To be sure of dry steam, install a valve so that you can blow down the steam line to the soot blower, or install a trap.

Of course, soot accumulation is dependent on the firing equipment, and the boiler will be more free from soot and more efficient if good combustion control equipment is used to maintain a clean fire.

It is, therefore, very much worth while to make certain that the boiler is kept clean and free from soot. It not only saves money, but it enables the boiler to carry top loads with less effort than if it were dirty. ●



"I just asked him to split my route because I think there's enough business for two."



# HEAT BALANCE IS IMPORTANT

By J. G. BERGER

**M**ANY heat losses in the laundry are not apparent at a casual glance. To reduce these losses, or eliminate them entirely, usually requires careful searching. Prompt attention to them often results in dollar savings which are higher than you might expect.

Here are a few examples of this type of hidden loss. Dirty water on its way from the washroom to the sewer carries heat units in it. You paid for these heat units in the fuel you burn. If your boiler is sooted on the fire side or sealed on the water side, too much of your expensive heat may be going up the chimney, and escaping into the atmosphere. Your exhaust steam wasted to the roof may involve tremendous heat loss. Your electricity may be wasted on heated electric wires in the laundry, causing the lights to flicker, which burns out bulbs or tubes. Again, dollars are lost.

Many of these hidden losses which eat into your profits may be corrected by proper attention to "heat balance."

What is heat balance? Webster defines heat as, among other things, "a form of energy." One definition of balance is "to be in equipoise; to be equal in debits and credits." Since the energy which animates the laundry is heat from fuel, it stands to reason that you will use your fuel most economically if the plant's heat losses and gains are balanced.

Your heat balance is going to be adversely affected if more heat escapes to the sewer than the minimum required for proper operation based on the temperature of the cold water; if heat is lost to the chimney, other than that required to make draft; and if any exhaust steam at all escapes to the atmosphere.

Heat balance also is materially affected if you don't cover steam pipes, and if the pipes are not properly pitched on the steam and condensate return. For example, the heat losses of bare pipes are seven to eight times higher than those of covered pipes. Steam pipes not properly pitched and drained result in wet steam that slows up production, changes the steam usage, and disturbs the heat balance. Similarly, if return lines are not properly pitched so that the condensate can drain away rapidly from the finishing room equip-



"Well, how did the world's best starch salesman make out with the new washman?"

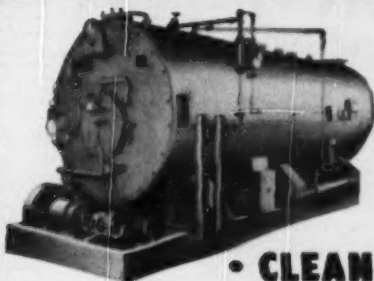
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ment you also slow up production and disturb the heat balance.

The location of the various departments that take steam affects the heat balance. Hence if you are going to move a finishing room, it would be well to recheck your heat balance after the moving to see if some adjustment may be needed. By adjustment we mean that if such a department requires more steam it might affect the efficiency of the boiler and, possibly, the engine generator set, resulting in more or less exhaust steam and greater or smaller losses due to the distance between the department and the boiler plant.

A laundry that installs a larger boiler to provide for future expansion learns that when the new under-loaded boiler is used, the heat balance is different than when the old over-loaded boiler was used. This is primarily a matter of efficiency and should result in some adjustment being made, possibly in the heat reclaimers, electric load, and other items so as to obtain least loss of heat units.

There is another situation that affects the heat balance, the matter of whether peak loads in the various departments or sections of the plant are put on the boiler at the same time or separately. It pays to properly adjust the production operation so as to cause the shortest period of over-load, thus disrupting the heat balance as little as possible.

Unfortunately, the heat balance of one laundry cannot readily be compared to that of another, or used as a guide for the other. Heat balance is made up of a great many factors, most of which differ from plant to plant. Some of the factors which must be taken into consideration are the following: proportion of wet wash, rough dry, and finished work; type and size of boiler and the top boiler load requirement; fuel used; and

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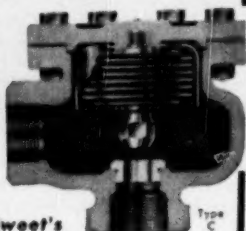
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whether or not drycleaning is handled. It is important to know whether soot blowers are used, or whether the boiler tubes are merely lanced weekly. The use, or lack of use of a heat reclaimer has a bearing on the subject, because with a heat reclaimer the effluent can be made to give up all of its heat except that which keeps it 10 or 15 degrees above the temperature of the incoming water.

Heat escaping up the chimney is another factor. If the chimney gauges reveal that escaping gases are hotter than 500 degrees F., chances are something is wrong.



"Bet you ex-gobs are dying to re-enlist!"

If the boiler is free from soot, and there is no real boiler scale, gases no hotter than 450 degrees will produce enough draft.

Sometimes the situation arises whereby a laundry which generates its own electricity, or runs a steam engine to drive the washroom shaft, wastes little or no steam. If a heat reclaimer is used in conjunction with the exhaust steam to heat the water, there may be a surplus of exhaust steam. In such a case, it may pay to buy electric power, particularly if the central station rates are low. A heat reclaimer should be used to save the heat from the dirty washroom water, or a mixing method may be used to make hot water with live steam.

Heat balance sounds like a merry-go-round, but it isn't if you carefully set down all your losses and gains, debits and credits, and balance them out so that your laundry loses the least possible amount of heat to the sewer and to the air.

To work out a heat balance you must know, on a daily or hourly basis:

1. Heat lost to air.
2. Heat lost to the sewer.
3. Hot water heat requirement.
4. Electric KWH requirement.
5. How much steam is needed for finishing, washroom and engine requirements.

You start balancing the heat units like you would dollars until you get the least loss. When you arrive at a heat balance, it will pay handsome returns if you maintain it.

Ask the engineering editor if you have trouble in starting your balance, or have a consulting engineer experienced in laundry work to give you advice on the problem. •

## LAUNDRY MANAGEMENT COURSES IN N.Y.C.

**C**OLLEGE training in laundry management, established on the local level for the first time last year at the Midtown Business Center of the City College of New York, passed another milestone on October 10 when the third series of classes opened. Thirty men and women are enrolled in this third round of the Tuesday night sections, and 27 students attend the ones on Thursday nights.

As before, the trainees are learning by solving selected actual problems under the guidance of industry experts and under a program especially organized by the Center's Business Management Unit in consultation with industry leaders. The Tuesday night group covers two units, one in record-keeping and cost-control, and one in washroom chemistry. The Thursday night group is studying the production services, including production management, laundry machinery and its maintenance, personnel management, and business communications.

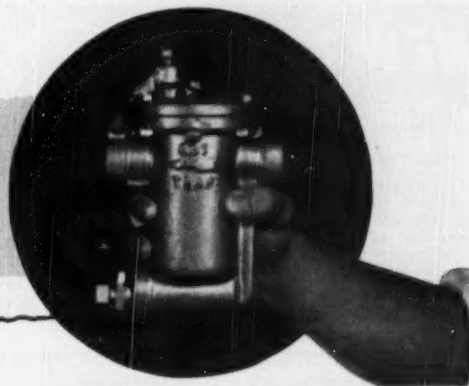
Two feature events to be included this year are especially arranged field trips, one to study the use of machinery in a large plant famous for its up-to-date-ness, and the other to a large repair plant to see examples of the damage caused to machinery by negligence.

In the opinion of industry experts the training fills in important gaps in most enrollees' background and can provide an understanding of operations such as is ordinarily obtained only by years of experience in a plant. •

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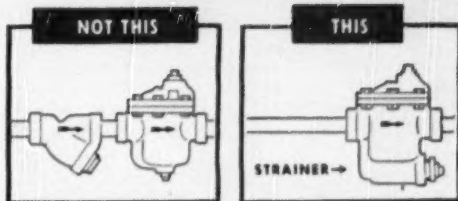
WHEN dirt and scale conditions are bad, two new Armstrong Traps, the Nos. 880 and 881, are ideal for draining presses, steam irons, hose forms, tumblers and similar equipment. The built-in strainer feature of these models eliminates a separate strainer, extra fittings and considerable installation labor. Better yet, these traps cost less than a comparable standard trap plus a separate strainer.

The No. 881 is slightly larger than the No. 880 and is used to drain slightly larger equipment. These two models can handle the majority of laundry and dry cleaning condensate drainage requirements.

For details call your nearby Armstrong Representative or write:



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## PAYROLL INSERT

**OFFERING** explanations for the Government's income tax increases is not normally a laundry-owner responsibility. The Consolidated Laundries Corporation of New York, however, has contributed toward this end by producing an excellent insert, copies of which have been distributed to every Consolidated employee. It reads:

Your "Uncle" Needs a Little More Help!

Uncle Sam has to raise billions of dollars to meet the cost of the Korean war and other defense needs. A new law by Congress increases the tax deduction from your pay, starting today. Your company also has to pay out more of its income for new taxes. Not taxes! Insurance for Freedom! Now all of us have to work together and harder than ever before to maintain our living standards and to keep our country safe! •

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## INSTITUTIONAL LAUNDRY COST FORM

**B**ELIEVING that record keeping and cost analysis are among the prime factors necessary for a laundry manager to be a successful executive, the Metropolitan Institutional Laundry Managers' Association, New York City, has prepared a standardized cost accounting system for institutional laundry managers. Though its use the Association hopes that laundry managers will be able to compare operating costs, knowing that each man is arriving at his figures in the same manner and is using the same accounting methods and mathematical equations.

The cost record form prepared by the group is as follows:

### LAUNDRY COST RECORD

Period From \_\_\_\_\_ to \_\_\_\_\_

Produced	Libs.	Pct.	
Flatwork	_____	_____	
Rough Dry	_____	_____	Patient Days _____
Press Work	_____	_____	Pounds per Pt. Per Day _____
Total	_____	_____	

		Cost Per Pound	Total Cost Per Pound
<b>Labor</b>			
Salaries	\$ _____	\$ _____	
Maintenance of employees	_____	_____	_____
Total Labor	\$ _____		_____
<b>Supplies</b>			
Washroom	_____		_____
Press	_____		_____
Flatwork	_____		_____
Total Supplies	_____		_____
Water	_____		_____
Steam for Heating Water	_____		_____
Steam for Heating Equipment	_____		_____
Electricity	_____		_____
Repairs and Maintenance	_____		_____
Depreciation	_____		_____
Insurance	_____		_____
Grand Total Processing Cost			\$ _____

<b>Linen Replacement</b>	
Purchased	\$ _____
Manufactured	_____
Sewing Room Labor	_____
Total Linen Replacement	\$ _____

\_\_\_\_\_ pounds of linen per patient per day (times)

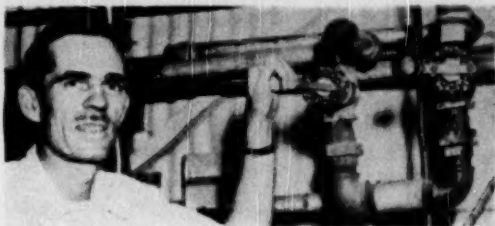
\$ \_\_\_\_\_ per pound of linen = total \$ \_\_\_\_\_ per patient per day

The report then suggests a uniform method of arriving at the various cost items listed, and includes a perpetual inventory form. •



## VALVE OPENER

WHEN your hands are wet, globe valves can be darn hard to open. D. L. Bingham, who operates New Method Laundry & Dry Cleaners, Ukiah, California, says this was the case at his plant and he decided to do something about it.



He shopped at a local auto supply store and found some steering wheel knobs that sold for a dollar each. He attached these to his globe valves and now there is nothing to opening them. The steering wheel knobs extend out far enough to give good leverage, and a wet hand grips the knob as well as a dry one. ●

## BOOK REVIEW

*Public Relations Handbook*, edited by Philip Lesly Prentice-Hall, Inc., 70 Fifth Avenue, New York 11 N. Y. 902 pages. \$10.

Stunts have a definite place in industrial publicity, according to Bert Nevins, public relations expert. "The stunt has too long been the step-child of respectable publicity and public relations," he says.

Protestations to the contrary, Mr. Nevins believes that the stunt deserves a prominent place in many campaigns. In his chapter, "How to Use Stunts to Attain Public Relations Objectives," he says, "Perhaps we will be off to a better start if we substitute a word like 'event' or 'project' for the abused term 'stunt.' What is a stunt but a dramatization of a news event? And who can quarrel with a dramatization or an enactment of news to render the occasion more vivid and topical?"

In *Public Relations Handbook*, 33 experts have written chapters on the various phases of public relations. ●

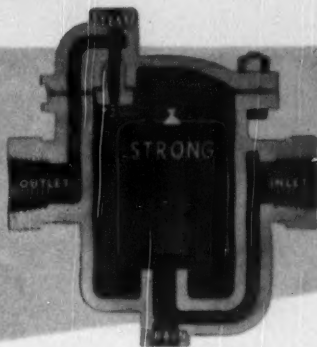
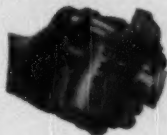
## SHERRILL REPRESENTS DSIA AT BRITISH EXHIBITION

THE first post-war Laundry, Dry Cleaning and Allied Trades' Exhibition, held at the Olympia in London, was attended by Joseph Sherrill, well-known research worker of the DSIA Fellowship at Pennsylvania State College. Sherrill, whose work with Dr. Pauline Beery Mack is known to diaper service operators throughout the country, will bring back reports of scientific progress being made abroad in diaper laundering technique, detergents, rinses, diaper material and other information which will be helpful to members of the Diaper Service Institute of America.

At the convention, Mr. Sherrill took part in the International Conference Program and plans to report on this meeting to the members of the Trade Association.

Herman Rosenfeld, president of the DSIA, hailed Sherrill's trip as "... another step in the DSIA's program to maintain leadership and to keep its members informed of all happenings both in this country and abroad." ●

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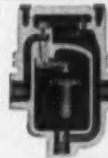
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# STRONG

## A.I.L. APPROVES NEW RUBBER THREAD

A new type of rubber thread, developed by the United States Rubber Company in cooperation with the American Institute of Laundering, should eliminate many of the complaints that have been brought against laundries because of damage to elastic webbing which has been pressed or tumbled dried.

The new heat resistant rubber thread is now available to webbing manufacturers who serve the garment trade.

Tests in AIL's Certified Washable Seal Laboratories and the AIL laundry department showed that a good quality webbing made from the new rubber thread can be laundered (including pressing or tumble drying) more than 100 times without damage under standard drying conditions. Webbing made from regular rubber often falls short of the life of the garment.

In pressing, the tests showed, the new webbing was still practically as good as new after 235 50-second pressing cycles. Ordinary webbing lost 20% of its wearing stress in only 33 50-second pressings.

In tumble drying, the tests indicated that results similar to these could be expected from webbing containing the new rubber: over 100 launderings, enough to insure satisfactory elastic webbing for the life of the garment even if the garment is dried twice as long as necessary (20 minutes) in the tumbler with a 10-pound load; over 40 launderings under the same con-

ditions if the load is tumbled three times as long as necessary to dry it (30 minutes). Ordinary webbing lost 20 per-cent of wearing stress after nine launderings when dried with a 10-pound load for 10 minutes; and after 38 launderings when dried with a five-pound load for six minutes.

The drying conditions cited on the ordinary webbing are commonly used in commercial laundries, while the test conditions cited for the webbing containing the new rubber drastically overheated the load. Ordinary webbing loses 20 percent of wearing stress after only a few launderings under these conditions. Such overheating can occur when tumblers are improperly attended.

Webbing containing the new thread is expected to appear on the retail market in underwear as supplies become available.

Until the new webbing comes into general use, however, it is important that laundryowners continue to use the precautions recommended in AIL Technical Bulletins 392A and 402.

These bulletins pointed out that: in tumble drying, elastic webbing will last longer if it is tumbled dried with small loads and the loads are removed from the tumbler as soon as they are dry; in pressing, elastic webbing should be removed from the press as soon as it is dry. Over-pressing imparts no valuable qualities to the article. ●

## SEAM PUCKERING UNDER STUDY

MANY linen suppliers and launderers who service uniforms made of nylon and resin-treated cotton have found themselves with the problem of seam puckering. Customers complain of the situation, attributing it to poor finishing. In a section of the report titled, "Some Considerations of the Relationship Between Fabric Finishing and Successful Sewing," The Singer Sewing Machine Company has published what they believe to be the nature of the problem.

The report deals in two types of puckering, "feeding pucker" and "inherent pucker." Feeding pucker is a result of sewing machine maladjustment or poor operation of the machine, and is usually found only in the bottommost ply of the fabric. Inherent pucker, on the other hand, is evident in all plies of the fabric. Warp-wise seams show the most pucker, fillingwise seams show less, and bias seams none at all. Singer reports that microscopic examination of puckered seams in nylon fabric shows yarn distortion that has been intro-

duced initially by the needle penetration and retained by the sewing thread. Cotton fabrics are similarly distorted, but the fibres relax in their new position, whereas nylon fibres tend to return to their original position, causing the puckered appearance. Cotton fabrics which have been resin treated also show evidence of this inherent pucker.

Sewing machine men have endeavored to solve the problem by using cutting needles which shear the yarn at each penetration, but the resulting needle holes are as objectionable as the pucker. Experiments with different types of thread disclose that although the thread holds the distortion, it is not responsible for creating it and will not prevent the pucker.

The report seems to indicate that laundering and pressing techniques have little to do with this type of seam pucker. The Singer people conclude that, "Perhaps, if the problem has a solution, the best answer will be supplied by the [textile] finishers." ●

## CHLORINE RETENTION BY RESIN-TREATED FABRICS

A REPORT titled, "Some Aspects of Chlorine Retention by Resin-Treated Fabrics," by A. C. Nuessle and J. J. Bernard, released by the American Association of Textile Chemists and Colorists, deals with discoloration, charring, and loss of strength incurred by resin-treated viscose-rayon fabrics when subjected to a hypochlorite bleach.

Such synthetic resins as urea-formaldehyde and melamine-formaldehyde impart to rayon desirable properties of crease recovery, shrinkage resistance, and increased wet strength. Fabrics thus treated, however, pick up chlorine from hypochlorite bleach under certain conditions with the undesirable results referred to.

"On the other hand," states the report, "there are conditions under which adverse effects rarely occur. For example, if resin-treated fabrics are chlorinated by

recommended laundry procedures, which generally agree on chlorination at 150° to 160° F. for seven to 10 minutes, with 0.04 percent of available chlorine on fabric (about 0.01 percent on bath), followed by several hot rinsings, they rarely show yellowing, and there is no tensile loss on subsequent ironing at temperatures up to 400° F. Even under severe conditions of chlorination, if the fabric is dried and pressed carefully at moderate temperatures, it is possible that no damage will occur, aside from a slight yellowing in the case of the melamines.

Further, almost without regard to the severity of chlorination, no damage (either as yellowing or as tensile loss) due to retained chlorine is possible if an antichlor (a reducing agent such as sodium bisulfite) is added during the rinsing cycle." ●



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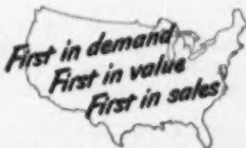
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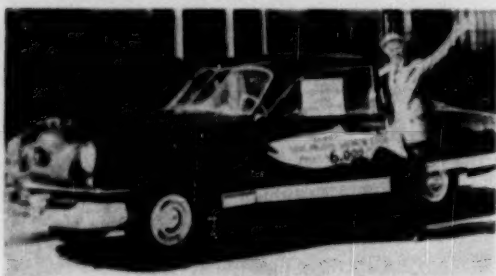


# CHEVROLET ADVANCE-DESIGN TRUCKS

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## LAUNDRYMAN PROMOTES SALMON DERRY

ONE of the big events in the Northwest is the annual Salmon Derby, held at Port Angeles, Washington, on the Olympic Peninsula. Port Angeles promotes the event with much enthusiasm, putting on a big derby weekend, parades, etc. Prizes for the derby are substantial, totaling \$6,000.



Leo White, owner of the Olympic Laundry of Port Angeles, is no mean promoter himself. His contribution to the contest is his plant's courtesy car which is used to meet incoming Derby fishermen and take them to the Port Angeles Salmon Club, Derby headquarters. In the picture above, Leo poses with the car and also models a Salmon Derby derby, required head gear for the event. ●

## HOSPITAL LAUNDRY COURSE

PERSONS interested in hospital laundry management will be given an opportunity for training in that field early next year at the State University of Iowa, according to Lee W. Cochran, executive assistant, university extension division.

Sponsored jointly by the American Hospital Association and the university, a special course in hospital laundry management will be offered on the campus February 12 to March 30, 1951. Ten scholarships of \$275 each are available for students taking the course. They are made available by the American Hospital Association through the cooperation of Pacific Mills. Scholarship applications may be secured from the association headquarters, 18 East Division Street, Chicago 10, Illinois.

Instruction will be of a practical nature, Cochran said, giving students a basic knowledge of laundry chemistry, textiles, personnel and production management, record keeping and accounting, hospital organization, engineering background, as well as preparation of oral and written administrative reports.

Facilities of the university hospitals, laundry, and laboratories will be available, and regular university staff members will teach the different subjects, although classes will be of a special nature related to practical experience in hospital laundry management.

Registration will be limited to 35 students, who will be provided housing in dormitories if desired, Cochran said.

Enrollment fee for the seven-week course will be \$95, covering complete cost of the course including books and supplies. A check for \$25 must accompany the application for admission, or \$35 if university housing is desired. Applications should be made to the university extension division before Jan. 15, 1951. ●

## LAUNDRY MANAGERS' COURSE

AN Institute in Business Management for institutional laundry managers is currently being conducted by the American University, Washington, D. C., in cooperation with the District of Columbia Institutional Laundry Managers Association. The 16 sessions of the institute include lectures on washroom practice; production management; machinery and equipment operation and maintenance; inventory control; stockroom management; records; cost controls; reports; human, public, and labor relations; personnel management; and incentives and bonus payments.

Speakers at these sessions are Edward A. O'Neil, chairman of the committee of the Association and superintendent of the laundry at the Shoreham Hotel; Don E. Tuttle, Procter and Gamble; Guy D. Marrocco, Carman and Company; J. E. Neary and Paul J. Abrams, The American Laundry Machinery Company; Robert E. Rice, Dupont Launderers, Washington, D. C.; David E. Snyder, Audit Corporation; and Professors Theodore H. Levin and Willett Kempton of American University. ●

## LINEN SUPPLY ASSOCIATION POSTERS

TO help members demonstrate to their employees the importance of linen supply work, the Linen Supply Association of America has sent out to all members a series of posters for employees' bulletin boards.

One poster lists the major customers of linen and towel suppliers, and includes many types of munition plants, medical facilities, military service users, etc. The other two posters point out how linen and towel supply employees contribute to the health of the American public through their work.

As part of its public health work, the Association has made available "Please Wash Your Hands" cards for distribution by members to their customers' washrooms. These cards read: "To Our Employees: Please Wash Your Hands! Protect Our Customers and Your Own Health." ●

## COMMERCIAL STANDARDS

A Recommended Revision of Men's Circular Flat and Rib Knit Rayon Underwear, Commercial Standard 148-48, has been circulated to manufacturers, distributors, and users for written acceptance, according to announcement by the Commodity Standards Division of the National Bureau of Standards. This standard was first issued in 1948.

Mimeographed copies of TS-4942, of the recommended revision may be obtained from the Commodity Standards Division, National Bureau of Standards, Washington 25, D. C.

Printed copies of "Tufted Bedspreads," Commercial Standards CS162-49, are also available, the Commodity Standards Division of the Office of Industry and Commerce, U. S. Department of Commerce reports.

This standard includes two sizes (twin and double) of tufted bedspreads with plus and minus tolerances, methods of test, and means for identification of material conforming to the standard.

Copies of CS162-49 may be obtained from the Superintendent of Documents, Washington 25, D. C. for five cents each. A discount of 25 percent will be allowed on orders for 100 or more copies sent to a single address. ●





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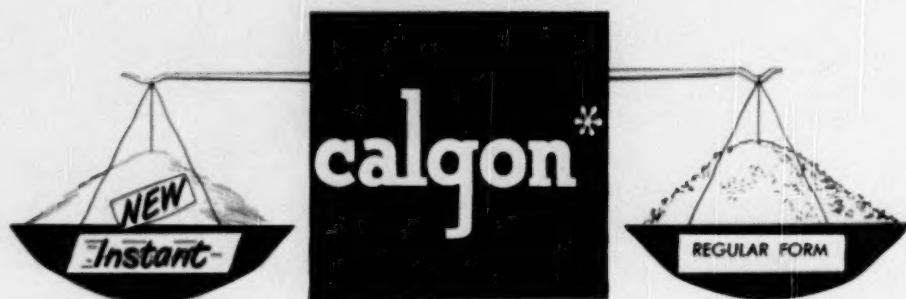
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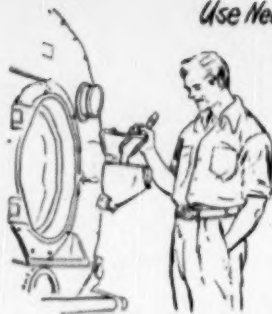
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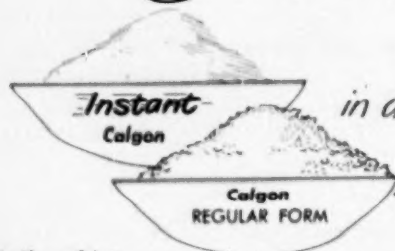
*Use New Instant calgon directly!*

You simply add new *instant* Calgon directly to the wash-wheel, hand-scrubbing soap, rinse tub, or rug shampoo solution. There is no need to make up a solution in advance. New *instant* Calgon is free-flowing, dissolves instantly at any water temperature. Available in 25 lb. drums or 100 lb. bags.

*Use Calgon*

IN THE FORM THAT'S BEST SUITED TO YOUR NEEDS—

*for quality laundering—wet cleaning—rug and upholstery shampooing*



*in dry form—ready for use*

*for stock solutions*

Get in touch with your Calgon distributor, or write:

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**CHECK YOUR NEEDS**  
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**FULL CROSS-AISLE**—for  
Easy Access from Either  
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**WIDE REAR DOORS**—for  
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**MORE HEADROOM**—So  
Driver can Stand and Work  
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**SWIVEL BUCKET SEAT**—  
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**INSULATION**—Top, Sides  
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—and Many  
Other Optional Features to  
Increase Efficiency, Lower Costs,  
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ENGINEERED and BUILT  
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Your drivers will make More Stops with Less Fatigue,—More Dollar Volume, Less Cost, Bigger Profits for YOU.

MONTPELIER'S Cost-saving Methods—using standardized and special assemblies—keep your buying price surprisingly low.

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Montpelier "Side-Aisle" Style with Drop Frame



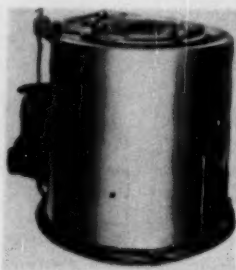
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Modern Appearance of Your  
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# NEWS NOTES from the **ALLIED** **TRADES**

## High Speed Extractor

Exceptionally high basket speed of 1,320 r.p.m., for quick, thorough extraction of loads up to 80 pounds dry



weight, is one of many outstanding advantages claimed for the 30-inch Monex extractor, manufactured by The American Laundry Machinery Co., Cincinnati, Ohio.

The curb of this extractor is constructed entirely of corrosion-resistant Monel metal and extends clear to the Meehanite metal base, giving the machine an attractive, streamlined

appearance. Exceptionally low height of the curb facilitates loading and unloading. A spun aluminum safety cover, hinged to the curb, is doubly interlocked to prevent starting the extractor with the cover open, or opening the cover while the extractor is operating.

The sides of the basket are formed by a single, perforated, Monel metal sheet, and bottom of basket is a one-piece Meehanite metal casting covered on top with a spun Monel metal sheet. The basket is carefully tested for running balance at rated speed, and is dynamically balanced to accelerate to full speed with minimum power.

A precision ground, heat treated steel spindle, taper fitted to the basket bottom, operates in two heavy-duty, grease-lubricated bearings. A dual ball-bearing at the bottom of the spindle carries the basket load, and a roller bearing near the center of the spindle carries the radial thrust, thus assuring long service life with minimum maintenance. A specially designed balancing device, incorporated in the spindle bearing housing, compensates for slightly out of balance loads and helps reduce vibration, making operation exceptionally smooth. ●

## Carlton Announces Transfer

Carlton Chemical Co., Inc., announces the transfer of their laundry chemical division to their affiliate company, Blens Chemicals, Inc., 5-28 47th Avenue, Long Island City, N. Y.

This move, according to Louis Montgomery, president of Carlton, became necessary because, due to the war, the company's pharmaceutical division is taxing the company's executive staff to such an extent that the laundry division had to be set up separately.

Oscar Roth, now vice-president of Blens Chemicals, Inc., will hereafter be in charge of sales, and Matthew Bogie will be in charge of production under the continued supervision of Carlton.

Among the products involved are Neutrophor, Solarine and Carltonite. ●

## Keever Appoints Black

Robert Black has been named assistant manager of the newly-created wheat products sales division of The

Keever Starch Co., Columbus, Ohio, according to James F. Kurtz, vice-president.

Manager of the enlarged division is John O. Hiltman who previously was head of the laundry sales division and the by-products division. The two groups are now combined.

Hiltman has been associated with Keever in various sales positions for 24 years. Black, who has been with the company for four years, was previously a laundry manager, starch sales-



ROBERT BLACK

man and laundry jobber. He is a graduate of the Ohio Mechanics Institute.

Mr. Black will spend most of his time in the field working directly with Keever sales-service men and distributors.

Among the products handled by the Keever wheat products division are eight laundry starches, of which Satinette is most widely known; Four Star Wheat Paste and Comet Wall Size, sold through wallpaper and paint stores; Keever Rug Size, used nationally by rug cleaners; and a large bulk business in edible starches used by food processors. ●

## Pennsalt Luncheon Guests



Attending Pennsalt's centennial luncheon on September 27th were (l. to r.): Rodger Jackson, managing director, ICATA; Arthur Christopher, president, Nelson Laundries, Ltd., of Vancouver, B. C.; E. C. Cheston, Ballard, Spahr, Andrews & Ingersoll; J. Stanley Hall, manager, Pennsalt's laundry and drycleaning department and president of the ICATA; W. B. Kamins and I. A. Shulimson, Kleigman Bros., Glendale, Long Island; F. M. Rivinus, Smith, Kline & French Laboratories; S. E. Moore, president, Carman & Co., Brooklyn, N. Y.; Fred McBrien, president, All; and Joseph Kleigman, president, Kleigman Bros. More than 500 industrial and business leaders attended the luncheon at Pennsalt's Whitmarsh Research Laboratories and toured the facilities there. ●

## New Advertising Campaign

The Pantex Manufacturing Corporation, Pawtucket, R. I., has recently launched what might well be termed a trade association advertising campaign designed to show ways and means for plantowners and executives to increase not only their gross volume but their net profit as well. Slanted specifically toward shirt laundering service, the new Pantex series incorporates in every ad a typical instance of how publicity and promotion on shirt service paid off.

The current ad features the Royle Cleaners of Greenfield, Mass., who increased their shirt business 33 percent and jumped their work-week to an 80-hour level



# BIG NET PROFITS

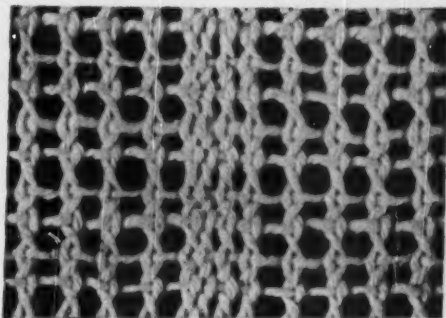
start with  
**Callaway**  
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Look at these NET GAINS you get from CALLAWAY "LENO" (open mesh) and CALLAWAY "PLAIN" (close mesh) COTTON NETS:

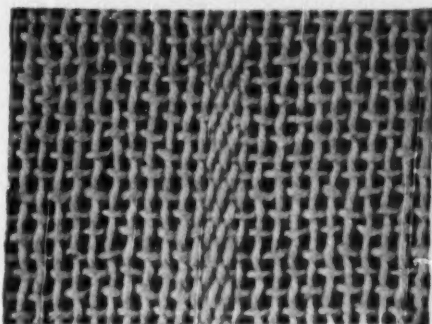
- Pin Winners—streamline, lightning fast pinning
- Wide opening—easier loading
- High Tensile—strength uniformly distributed
- Pliable—minimizes snagging
- Mendable—quick repairing
- Peak Wheel Drop
- Suction Scrubbing Action
- Free Passing of Insolubles
- No "Balling" of Articles
- No "Hour Glass" Separation of the net load
- No Distortion . . . No Stretching . . . No Dragging
- Products of pioneers in high quality net manufacturing



Contact your Callaway representative for further net details. Also for cover cloth, duck, apron duck, double-faced felt, double-filled paddings and Callaway's asbestos assembly.



LENO—Open mesh net—reinforced



PLAIN—Close mesh—reinforced



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1126 Santa Fe Avenue  
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 Seattle

by the simple expedient of installing and displaying shirt finishing equipment at the recent Rotary Trade Show held in Greenfield. No mention of specific Pantex products are made in the ad since the entire campaign is designed, according to R. S. Swain, executive vice-president, to encourage by example and prove by figures that advertising and showmanship are of increasing importance in these days of narrowed margins and increased competition from the home laundering appliances. Reprints are available on request direct to Pantex Manufacturing Corporation, Pawtucket, R. I. ●

### Hoffman Group Meets

The "Council of Eight," a new advisory group established by the U. S. Hoffman Machinery Corporation,



concluded its first two-day meeting in New York with a luncheon given by Albert C. Bruce, Hoffman president, on September 13 in New York. The council is made up of eight selected sales leaders from each of the company's three geographical districts.

Frequent round-table discussions between the council, representing the field sales force, and company executives are planned as a check on customers' problems and needs, both locally and nationally, and as a guide to over-all sales, manufacturing, credit and service policies.

Attending the luncheon were, left to right, Joseph Friedman, vice-president; John Weingarten, Philadelphia; Paul Harbor, St. Louis; Harold Rosenblatt, New York; Sam Shanker, Detroit; George Brendel, eastern district manager; Mr. Bruce; Paddy Griffin, western district; Joe Fitzpold, central district manager; Bart Langdon, Houston; Jack Juncker, New Orleans; Marvin Green, general sales manager; and "Chuck" Cowell, Denver. Also in the council, but absent for the picture, was Finn Jones of Baltimore. ●

### Truck Decal Aid

A new layout and copy visualizer brochure, designed to simplify the development of truck decal programs, has been announced by The Meyereord Co., 5323 W. Lake St., Chicago 44, Illinois.

The new brochure contains plans for roof decals to attract "above-street-level" audience; decals on the visor area to attract "head-on" attention, and several combinations of side and back decal layouts. Line drawings of all types of truck bodies are shown to give the truck owner complete planning facilities. ●

### No Perchlorethylene Shortage

Scare buying and hoarding of perchlorethylene solvent because of the Korean war has slackened, according to the Detrex Corporation, Detroit, Mich., as dry-cleaners have become aware of the economic balance between production and daily consumption. It is expected that new production sources in process of development will be ample to meet contemplated business increases during the next five years. Total production is now slightly in excess of actual consumption.

The U. S. Bureau of Census has released figures through 1949 which show that the production of chlorine, a basic raw material of perchlorethylene, has increased to 300 percent of prewar capacity. Accordingly, government and chemical industry sources feel confident that this increased chlorine production will more than adequately take care of both the drycleaning and metal cleaning industries.

Typical of the reaction of drycleaning equipment manufacturers to the increased market for perchlorethylene cleaning is that of the Detrex Corporation, which is increasing all departments in its drycleaning division. This includes manufacturing facilities, research, and development on new products, enlargement of marketing organization and increased advertising during the remainder of 1950 and 1951. ●

### Foxboro Adds Branch Offices

The Foxboro Company, Foxboro, Mass., manufacturer of industrial instruments for measurement and control, has announced the opening of two new branch offices, making a total of 39. The newest branch office to be opened is at 214 W. 10th St., Wilmington 1, Del., under the managership of Kenneth L. Barton. Earlier this year the firm opened an office at 225 S. 5th St., Minneapolis 2, Minn., with Robert C. Cahill as resident engineer. ●

### Booklet on Washroom Materials

Oakite Products, Inc., manufacturers of cleaning and allied materials, have announced the publication of a 24-page illustrated booklet describing specialized materials designed to help commercial and institutional laundries turn out quality wash with greater economy.

The booklet provides an account of materials available to perform the following functions: (1) quickly remove the bulk of soils in the break; (2) give needed alkalinity to washing solutions for efficient soap action; (3) neutralize natural acidity of soils; (4) soften water; (5) loosen and remove deep-seated soils in work clothes; (6) prevent soils from redepositing on the load; (7) reduce sour consumption; (8) save soap and bleach; and (9) regenerate left-over insoluble soap on load and wheel into soluble, useful soap. In addition, the booklet provides helpful data on materials and methods for performing such laundry maintenance tasks as cleaning laundry wheels; cleaning open and closed-type heat reclaimers; cleaning copper tubing; and other operations.

Free copies of this booklet may be obtained by addressing Oakite Products, Inc., 122B Thames St., New York 6, N. Y. ●

### New Direct-Return Trap

A new direct-return steam trap which uses no packing at the trunnion has been announced by the Morehead Manufacturing Company, 2455 West Warren, Detroit 8, Mich.

Elimination of the trunnion packing and packing gland removes the one source of maintenance on this type of return trap. There is no possibility of a binding trunnion due to improper packing. In this new design, weight of piping is also removed from the trunnion which further increases life of the trap. Operation is entirely automatic and, when properly installed, these traps should dump about 50 times an hour—a 40 percent improvement over former designs, according to the maker.

This new series of traps, known as the model 60, re-

**Whether you deliver dry-wash or dry-cleaning...**



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**with 'Metro' bodies meet your requirements exactly**

You get **exactly** the right delivery truck for your job when you get a new International Truck with Metro body.

The 6 new models in the complete new Metro line range in GVW from 5,400 to 10,000 pounds. Payload capacities are 235, 292, and 375 cubic feet.

Every Metro body is specialized throughout for faster, easier delivery. Every International chassis is **HEAVY-DUTY ENGINEERED** for lower

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If you want to save yourself money, get all the facts now. Call or visit your nearest International Truck Dealer or Branch.

\*Metro. Registered trade mark of The Metropolitan Body Company, Inc., subsidiary of the International Harvester Company.

International Harvester Builds  
McCormick Farm Equipment and Farmall Tractors  
Motor Trucks ... Industrial Power  
Refrigerators and Freezers



Tune in Janice Melton and "Harvest of Stars"  
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# **INTERNATIONAL TRUCKS**

**INTERNATIONAL HARVESTER COMPANY CHICAGO**

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tains the advantages of returning condensate to the boiler at nearly its full original temperature with a resultant fuel saving which the manufacturer claims will pay for the trap in one year. They are available in six sizes with capacities of 1,050 to 15,000 pounds of water per hour. •

### Soil Suspending Agent

Nu-Film, a new starch product that acts as a soil suspending agent and does it at a fraction of the cost of other cellulose derivatives, has been announced by National Starch Products, Inc. Technical data and samples are available from National's development laboratories, 270 Madison Avenue, New York 16.

The new starch, an acid ester derivative containing sodium carboxylate and sulfonate groups, has demonstrated marked ability as a soil suspending agent when used with detergents, the company states. Whiteness retention tests on unsized cloth, it is claimed, have shown the exceptional performance of Nu-Film in preventing redeposition of dirt onto textile fibers, particularly when Nu-Film is compounded with detergents of the alkyl aryl variety.

Nu-Film also has properties of interest for the formulation of laundry starches and household liquid starches. In addition, Nu-Film is suitable for warp sizing and finishing cotton and rayon fabrics. Laboratory tests indicate that the Nu-Film size can be removed from fabrics without the use of enzymes. •

### Tesko Called Back to Service

Stan Tesko, Street's field technician in the Manhattan-Bronx-Westchester area of metropolitan New York, was the first member of Street's 32-man technical field staff to be called back to the service.



STAN TESKO

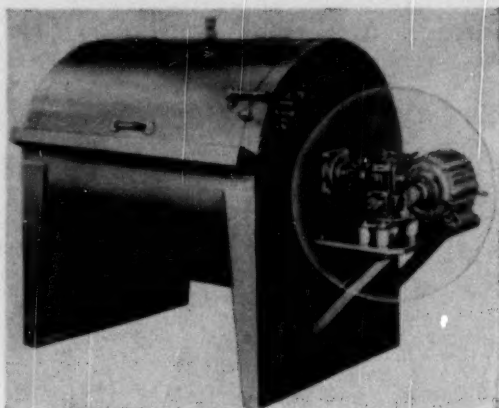
Mr. Tesko holds a Captain's commission in the active Marine Reserves, and his unit was called to duty on August 26th. He is currently stationed at Camp Pendleton, Oceanside, California, pending future orders.

Like all of Street's other field technicians, he has had years of practical plant experience in the drycleaning field. After serving four years overseas with the Marine Corps in World War II, he returned to the states and was detailed to supervise the Marines' laundry and drycleaning operations in northern New Jersey.

Following his release from the service late in 1945, he enrolled in the general course at the NICD, and graduated with high honors from the 57th class. Since that time, he has served as superintendent in a number of northern New Jersey's drycleaning plants. •

### Vic Offers Larger Washer

To provide larger capacity, the Vic Cleaning Machine Company has introduced a washer similar to its 10DM Washer (with direct motor, no chain or belt), but in a 38-by-54-inch size instead of the 30-by-42-inch size of the smaller equipment. The new washer features



an all-metal cylinder and shell, sealed-in ball bearings, and a dependable inching device, Vic states. The washer stops automatically when the door is opened.

Further details may be had by writing to the Vic Cleaning Machine Company, 1313 Hawthorne Ave., Minneapolis 3, Minn. •

### General Purpose Lubricant

To meet unusual lubrication problems encountered in commercial laundry operations, a general purpose lubricant, Lubriko M-6, has been developed, according to an announcement by Master Lubricants Company, 962 East Fourth Street, Los Angeles.



The grease has a melting point of 370° F. and a low operable temperature of -40° F., making it suitable for the heated equipment found in laundry installations, the maker states. The lubricant also is said to be very stable which en-

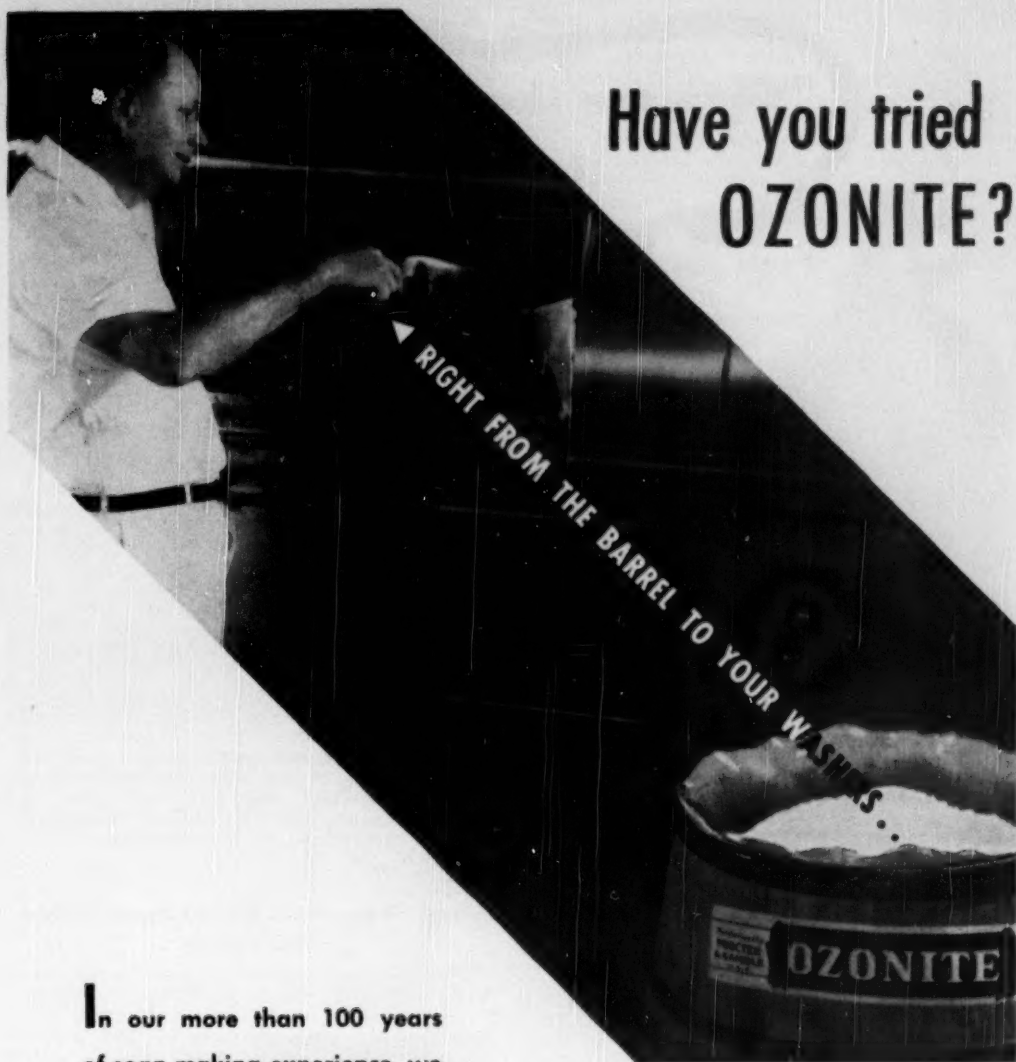
ables it to hold up under sustained operation as well as long periods of storage. Its light color makes it clean to handle and simplifies detection of contamination. Drip-free tendencies and lack of creeping minimize the possibility of soiling clothing.

Master Lubricants recommend the grease for electric motor bearings, conveyor systems, washers, tumblers, high speed marking devices, extractors, casters, stretchers, press machine bearings, ironers, and for most equipment using roller or ball bearings. Special problems imposed by the presence of soaps, alkalies, excessive water and heat may require special attention and a lubrication expert should be consulted. Master Lubricants Company offers to advise on any unusual situations laundry operators may have encountered. •

### Philadelphia Quartz Appoints Murray

The Philadelphia Quartz Company, Philadelphia, Pa., manufacturers of Metso silicated laundry detergents, announces the appointment of John H. Murray





Have you tried  
**OZONITE?**

In our more than 100 years of soap making experience, we have never yet discovered a product better qualified than Ozonite to help laundries turn out top quality work week after week, year after year

A lot of successful laundryowners agree. Have you tried Ozonite?

*Procter & Gamble* CINCINNATI, OHIO

**OZONITE** • FACTORY-BUILT TO SAVE YOU TIME,  
MANPOWER AND MONEY.

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## "Give me the Opportunity to CONVINCE YOU."



Yes, one trial will convince you that I remove quickly and efficiently yellow, red, green, and purple dye stains. Also remove one dye from another, red clay, metal, and match stains.

When other strippers fail, I remove the most stubborn dye stains causing no harm to tensile strength under normal use. This, I do at a great saving to you. By relying on me, your customers will see and feel the difference ... *that can't be beaten.*

Ask your dealer about me. When you get the facts, we'll be the best of friends.

**A. L. WILSON CHEMICAL CO.**

38 PASSAIC AVE.,

KEARNY, N. J.

as laundry sales-service representative for the New England area.

In addition to attending courses at the American Institute of Laundering, Mr. Murray has had considerable practical experience in the laundry field, both in commercial and institutional plants. After completing laboratory and field training, Mr. Murray will make his headquarters in Boston, Mass. ●

### Clinton Appoints Rau

The appointment of Mr. R. C. Rau as general sales manager of the new southern division of Clinton Foods corn processing division was announced by Carl Whiteman, vice-president in charge of sales and advertising.

The appointment of Mr. Rau is in line with Clinton's policy of creating divisions in the national selling organization designed to bring the company closer to its salesmen and customers, Mr. Whiteman explained. No other changes in personnel in the territory are contemplated. With headquarters in Atlanta, Ga., Mr. Rau will manage sales in a territory consisting of Georgia, Florida, Alabama, Mississippi, North Carolina, Tennessee and southern Louisiana. ●

### Air Relief Traps

Ball float traps for venting air from any liquid under pressure are described in a two-page bulletin recently issued by Armstrong Machine Works, Three Rivers, Michigan. Typical applications for the traps are described as venting air from: hot water heating systems; water service lines; water storage tanks; centrifugal pumps; gasoline lines; drycleaning solvent filters.

Included are hookup diagrams, cross-sectional drawings of the traps, physical data, and list prices of cast semi-steel and forged steel traps, both direct lever action and spring loaded snap-action types. Copies are available upon request to the manufacturer. Ask for Bulletin No. 206. ●

### SEC Appoints Blackman Sales Manager

Announcement has just been made by the Sec-O-Matic Corporation, Bloomfield, N. J., of the appointment of Carl W. Blackman as manager of sales and service, and of John Russel as comptroller.



CARL W. BLACKMAN

Associated with Sec-O-Matic and its predecessor company since 1936, Mr. Blackman brings to his new assignment a wealth of experience in the problems of drycleaning establishments and their requirements for trouble free equipment. His experience is evidenced in many features of the new Sec-O-Matic cleaning units which were announced earlier this year.

The demand for these units has made necessary an increase in production facilities with expanded sales and service activities. ●

## New Mothproofing Compound

The Davison Chemical Corporation has introduced its new mothproofing compound, Dapex, on a test basis through individual cleaning and dyeing establishments to markets in New York and Chicago, it was announced recently.

The new compound, which has passed NIDC specifications for Type III mothproofing products, is a fluoride bearing preparation compatible with petroleum dye-cleaning solvents, the company reports.

Colorless, odorless and non-toxic, Dapex, when added to the wheel in the recommended manner, is quickly absorbed by the fabrics with uniform distribution, with the result that the treated fabric resists attacks by both the buffalo-moth (carpet beetle) and the webbing clothes moth, it is stated.

Other advantages to drycleaners claimed for its new product by Davison include a six-month insured guarantee against moth damage, and that no extra labor or additional equipment are needed.

Dapex is applied in the washer after the garments are drycleaned and filter circulation is stopped, with one ounce of the compound being used for each two pounds of the garment to be treated. The material may be diluted with an equal amount of solvent for ease in handling and the mixture added slowly while the wheel is in operation. Five minutes should be allowed for a maximum absorption of the chemical. Then the remaining drycleaning operations are carried out in their normal fashion. ●

## Expansion for Truck Leasing

New operations are being established by the National Truck Leasing System at various points throughout the country, resulting in the system being able to offer truck leasing service at more locations than ever before.

In the South and Southwest: Ryder Truck Rental System has opened a new branch in Charlotte, N. C., and has also bought out a franchise vehicle renting company at that point. Dixie Drive It Yourself System, with headquarters in Birmingham, has added the sixth state to its group of branches, with the establishment of an operation at Jackson, Miss.

In the Southeast: Columbia Lessors, Inc., now represents NTLS at Fort Worth, Texas, as well as Dallas and Houston; and Truck Leasing Corporation of San Antonio has expanded their operations to include a branch to serve the citizens of Corpus Christi.

On the East Coast, Truck Rental Company of Baltimore, Md., has set up two new subsidiary companies. One is the Virginia Truck Rental

Co., at Alexandria, Virginia, and the other is the York Truck Rental Co. of York, Pennsylvania.

In the Middlewest, Baker Truck Rental, Inc., with headquarters in Denver, Colorado, has opened a new operation at Salina, Kansas, to augment its present network of six branches providing leased truck service in Colorado, Kansas, Oklahoma, Texas, and Arizona.

Newly affiliated with NTLS are these companies: In Youngstown, Ohio, Strausbaugh Motor Co.; in Baton Rouge, Louisiana, Auto Rental, Inc.; in Seattle, Washington, Washington Truckstell Sales, Inc. ●

## Kohnstamm Honors Executive

A testimonial dinner was recently given to Mr. Charles D. Allen, vice-president and manager of the H. Kohnstamm & Co., Inc., Brooklyn, N. Y., factory.



YOUR LOCAL JOBBER

*Presents...*

THE NEW

*Cook*

TESTED AND PROVED  
IN LAUNDRIES

MASTER

After six months of exhaustive tests... without a single major failure... the new Cook MASTER

75 is now available through your local jobber.

Engineered to carry the load. Fabricated of

extra heavy stainless steel. It has all the features of the other WASHETTES including the extra fast washing cycle. We're making 'em... we're shipping 'em... they'll do everything we claim. See your jobber for a demonstration.

For the complete line of WASHETTES

25, 49, & 75 lb.

Twins with 18 & 25 lb. capacity baskets

*Cook*

MACHINERY  
SALES CO.

2220 MAIN ST. • DALLAS, TEXAS



## Presstite\* means LEAKPROOF Flexible Connectors For MODERN PRESSES

Presstite Connectors will fit practically every modern laundry and garment press. They are made from the seamless bronze tubing used for steam lines by leading press manufacturers. Deep corrugations give maximum flexibility. An outer covering of bronze wire braid adds strength and durability. Fittings are brass, permanently attached, flanges are of malleable iron.

To replace connectors on modern presses, order Presstite from your regular laundry and dry cleaning supply house.

\*Trade-Mark

### SEALTITE® CONDUIT KEEPS WIRING DRY

American Sealtite Conduit, for use in laundry machinery and controls, keeps electrical wiring dry. Made from galvanized steel flexible hose, over which is extruded a smooth synthetic covering. Sealtite gives lasting protection against steam, spillovers, dampness, oil, grease, dirt, chemicals and fumes. LD's from 1/8" to 2". Long lengths for "on the job" assembly. Available at your regular electrical supply house.



**STYLE MF ASSEMBLIES**—1/4" IPT Male one end—Floating Flange (2" bolt center) other end. Overall Lengths: 21", 24 1/2", 28", 30". Part No. MF-21, MF-24 1/2, MF-28, MF-30.

**STYLE F ASSEMBLIES**—Floating Flanges—1 1/2" bolt centers—both ends. Overall Length: 22". Part No. F22.

**STYLE M ASSEMBLIES**—1/4" IPT Males—both ends. Overall Length: 24". Part No. M-24.



## AMERICAN Flexible METAL HOSE

The American Brass Company • American Metal Hose Branch

General Offices: Waterbury 88, Conn., Subsidiary of Anaconda Copper Mining Company  
Distributed in Canada by: THE CANADIAN FAIRBANKS-MORSE COMPANY, LIMITED

the occasion being his 50th anniversary as a member of the Kohnstamm organization. The dinner was attended by personnel from the Brooklyn factory, many of whom had worked with Mr. Allen for 30 or more years.

Mr. Louis S. Woolf, president of H. Kohnstamm & Co., Inc., paid tribute to Mr. Allen for the long record of service and presented him with a 50-year diamond studded gold service button along with gifts from the company and fellow workers. Service buttons were also awarded to 123 of Mr. Allen's Brooklyn factory associates who had completed five or more years of service with the company.

Mr. Allen was the third member of H. Kohnstamm & Co., Inc., to receive the 50-year button award within the past year, the other two being Mr. Hugo Pulver, vice-president, and Mr. Wm. A. Schnakenberg, sales manager. ●

### Elgin Appoints Representatives

The Thermal Industrial Engineering Company, 1932 Cherry Street, Denver, Colorado, headed by Frank T. Settle, widely known registered professional engineer, has been appointed sales representative for the Elgin Softener Corporation, manufacturer of water conditioning equipment and water treating chemicals.

With branch offices in Billings, Montana; Salt Lake City, Utah; Phoenix, Arizona; and Albuquerque, New Mexico, these representatives will handle the complete line of Elgin zeolite water softeners, filters, deionizers, boiler and process water conditioning systems, water treating chemicals, and other water conditioning products in Colorado, Utah, Wyoming, Montana, Idaho, Arizona and New Mexico. ●

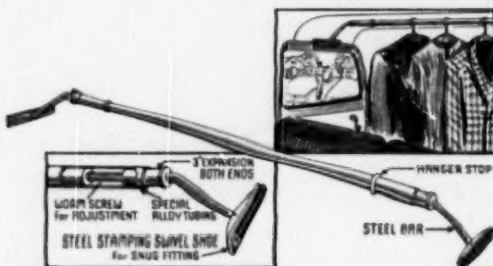
### Newhouse Introduces Car Rack

A new expansion-type car rack has just been brought out by the Newhouse Company, 1125 E. Colorado Blvd., Glendale, California.

Length of this new rack is adjusted by means of concealed worm screws which permit a full six inch expansion.

The hang bar itself is constructed of satin finished special heavy alloy tubing with rubber hanger-stops at either end. This bar is connected by nickel plated steel arms to swiveled end shoes with tubular rubber insets that protect the car upholstery.

E. J. Newhouse states, "The 'all-in-one' car rack is easily installed or removed in a few seconds. Designed to carry any normal load without sagging or



loosening, the car rack is an economical solution to the cleaner's delivery problems, because it permits him to use his private car and saves the heavy investment of a delivery truck." ●



## Hoffman Appointments

Robert A. Mehl has been named sales representative in the San Joaquin Valley area of central California by the U. S. Hoffman Machinery Corp.



ROBERT A. MEHL



J. O. HOLLINGSWORTH

He will have his headquarters at Fresno to give prompt assistance to laundries, drycleaning plants and press shops on their equipment needs.

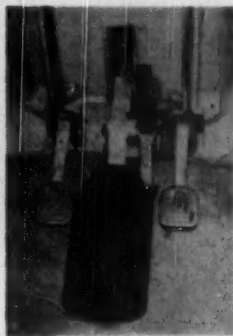
Mehl joined the Hoffman organization in the parts department of the San Francisco office. He has had Hoffman factory training, and field experience in the San Francisco Bay area and Northern California territories before his new appointment.

In another Hoffman appointment, J. O. Hollingsworth has been named sales representative for Alabama and Western Florida. He will have headquarters at

Birmingham, Ala., and replaces George V. Brendel, who was recently promoted to the eastern district.

A native of South Carolina, Hollingsworth has had four years of training with Hoffman to assist laundry, drycleaning and press shop owners with their equipment problems. ●

## Press Pedal Pad




A new rubber press pedal pad has been introduced to the trade by the Sparks Pad Company, Dallas, Texas.

Made like the rubber pad which fits over brake and transmission pedals on automobiles, this pad slips over the press pedal, thereby preventing the presser's foot from slipping. With the Sparks pad on the pedal, damage to the presser's trousers and leg is said to be eliminated. ●

## Car and Truck Washing System

A new car and truck washing system, known as the Drex-Foam Process, has been placed on the market by the Dretrex Corporation, Detroit 32, Michigan. The process is said to offer a thorough and economical means of keeping trucks and cars sparkling clean.

The Standard Drex-Foamizer machine is portable



# PRECISION BUILT...

Over 8,000 Machines in Use!

# NATIONAL

## LEVER PRINCIPLE HAND MARKING MACHINE

**THREE STYLES**  
6, 8 or 10 character

**THREE TYPE SIZES**  
12, 15 or 18 point

**Metal type**, under pressure, comes in direct contact with the goods . . . the *only* means that insures clear, permanent, legible marks on rough surfaced goods like bath towels.

**Automatic type aligning device** — insures clear, straight marks.

**Ink pad** covered except when inking type—prevents ink drying out.

**Indicator strips** on both sides of each typesetting lever—assure speed and accuracy.

**Precision parts** made of carbon steel, high strength gray iron, bronze, brass and special alloy steel—assure trouble-free operation, longer, more economical service.

● **NO OTHER MACHINE** has all these features!

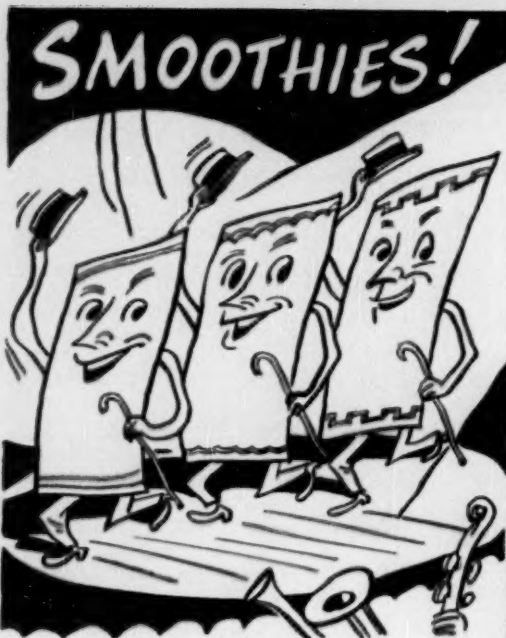
**THE NATIONAL MARKING MACHINE CO.**

4026 Cherry St. Cincinnati 23, Ohio

Call your **NATIONAL** distributor.

SPECIALISTS IN BUNDLE AND GARMENT IDENTIFICATION AND OPERATING SYSTEMS

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**EXACTLY ONCE THROUGH THE IRONER** gives you flat work that's flat . . . wrinkle-free . . . waveless . . . when you're using Gilmer Feed Ribbons. They save you re-runs and re-handling; help you turn out more bundles hourly—all smoother finished.

That's how you save money and build business by equipping with Gilmer Feed Ribbons. They're flawlessly woven from finest long-wearing cotton. Edges are perfectly straight. Thickness throughout is uniform. Supplied in all sizes, endless or Clipper lace. Order a set from your supply house today.

**BUY THROUGH YOUR GILMER DISTRIBUTOR**

**Gilmer**  
FEED RIBBONS

Backed by more than a quarter century  
of building better feed ribbons

**L. H. GILMER COMPANY**  
TACONY, PHILADELPHIA 35, PA.  
Division of United States Rubber Company

and can be used either in a stall or with a continuous, through-type conveyor. Conveyors to meet individual needs are also available. In operation, the machine is charged with Drex-Foam, a soapless, synthetic detergent. The machine is equipped with a motor-driven pump, and is designed so that it quickly homogenizes the detergent with water, forming swirls of cleaning foam which is sprayed over the bodies of trucks and autos. This quickly wets and loosens all dirt, grease and road grime, yet does not streak nor harm fine-waxed or polished finishes, it is claimed.

Approximately 50 cars can be washed with a single charging of Drex-Foam, at a cost of two cents each, for detergent. The process is rapid and can be adapted to any desired production rate, depending on the number of employees on the cleaning line at one time. ●

### Cook Opens New Sales Office



The Cook Machinery Sales Company has established a combination office and display sales room at 2220 Main Street, Dallas, Texas, according to an announcement by John M. Cook. The offices occupy approximately 1500 square feet and are completely air conditioned. Directly in the rear is 2500 square feet of warehouse storage space

stocked with replacement parts. "This move will enable us to conduct clinics for the Southwestern tradesmen and to demonstrate better our line of Washettes to visiting jobbers," states Mr. Cook. ●

### Diamond Alkali Literature

Diamond "Standard Alkalate," a new phosphated-silicated type detergent developed to meet the demand for premium quality work and low tensile strength loss, is the subject of a four-page folder just published by Diamond Alkali Company, 300 Union Commerce Building, Cleveland 14, Ohio.

The folder describes how this new development, with its controlled alkalinity, sequestering action, high soil-suspending power and free-rinsing properties, helps family, institutional and commercial laundries to improve quality and reduce washroom costs.

Performance-proved formulas utilizing Diamond "Standard Alkalate" in break solutions and in soap tanks are also given.

A four-page leaflet concisely reviewing "Paralate-S," a newly developed, specialized detergent designed primarily to maintain maximum washroom economy in family, institutional, and linen supply plants, has also been issued by the company. The new development is a compounded, free-flowing silicated alkali high in sodium oxide content.

In addition to its washroom economy feature, seven other advantages provided by "Paralate-S" are cited in the folder, which also contains typical successful, money-saving formulas for using the material as a break detergent and as a soap builder on both white work and colored loads.

Both preparations are recommended for use under average soil and medium bicarbonate water conditions, or for heavy soil and low bicarbonate water.

Copies of both folders are available upon request. ●

### Peterson Elected Vice-President

Erie G. Peterson was elected to the board of directors and appointed vice-president of the Peabody Engineering Corporation.

In addition to his new duties he will continue to fill the position of general manager in charge of both the company's New York office and Stamford plant. ●

### 20-Minute Carburetor De-gumming

Gum inside truck carburetors is a major reason for slow starts, poor pickup, high gas consumption, and stalling the engine when idling.



All gasolines deposit gum, and so all engines have this ailment to some extent after the first few months' use. When the carburetor is kept free of gasoline gum and the dirt and corrosion that built up on this gum, performance improves.

It was formerly necessary for mechanics to pull the carburetor off a sluggish engine and take it apart for a costly job of soaking, boiling, and scraping off the gum. Now, with equipment that has been placed on the market recently, they can get similar results in 20 minutes by attaching a simple tool and injecting an effective gum solvent directly into the carburetor, it is stated.

Automotive supply jobbers now offer a choice of solvents and tools for doing this 20-minute simplified job of gum removal. Recognized as pioneers in this field are Gumout (the solvent) and Gumouter (the tool), made by the Pennsylvania Refining Company, Cleveland 4, Ohio. Free literature will be mailed upon request. ●

### Mathieson Licenses Endriss



DR. WILLIAM A. ENDRISS

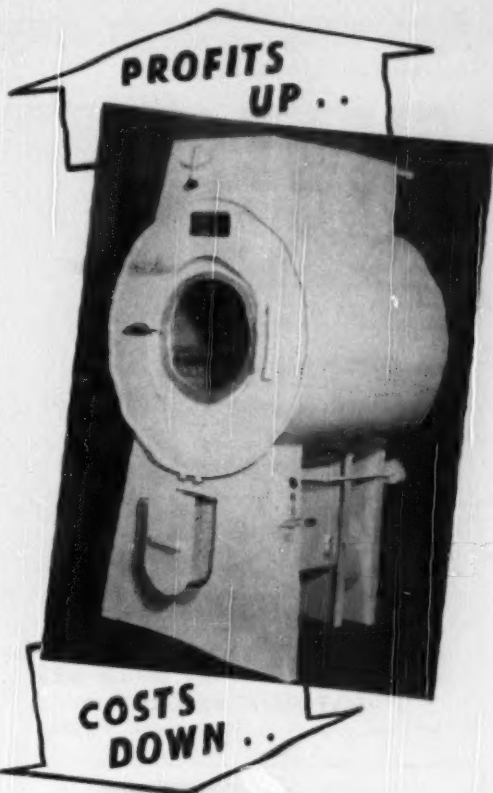
Endriss Chemicals of Philadelphia, Pennsylvania, has been licensed by Mathieson Chemical Corporation to manufacture and sell its Chromotex and Neutrotone, rug cleaning compounds.

Endriss Chemicals is headed by Dr. William A. Endriss, widely known in the fields of rug cleaning, textiles and detergents. Dr. Endriss was formerly director of Rug and Carpet Cleaning Research for the NICD at Silver Spring, Maryland. ●

### Sarco Announces New Valve

Sarco Co. Inc., Empire State Building, New York City, has announced the introduction of a new electro-hydraulic motor valve for open-and-shut control. The valve is designed for automatic operation by thermostats or pressurestats or by liquid level or flow controls.

As a shut-off valve in an inaccessible location, it can also be actuated by a push-button. The Sarcostat



## TUMBLERS

with

### BUILT-IN LINT TRAP

- QUICKLY AND EASILY CLEANED
- NO EXTRA INSTALLATION COSTS
- FULL USE OF HEAT AT ALL TIMES

#### PLUS

Cylinder V-Belt driven through Reducer by individual motor.

Fan directly motorized permitting it to exhaust while loading and unloading.

#### LAUNDRY AND DRYCLEANING TUMBLERS

Sizes: 36" x 18" 36" x 24" 36" x 30"

Steam Tumbler starts at \$380.00

Drycleaning starts at \$430.00

Electrical Reversal Feature (4 Rev. per min.) available

Write for complete literature or for a representative to call.

## HOYT MFG. CORP.

(formerly E. J. Perry Corp.)  
Fall River, Massachusetts

We bow modestly in appreciation of the many orders and words of praise from the Laundries and Dry Cleaners for our **LITTLE**

## GIANT WATER SPRAY GUNS

**\$8.50 F.O.B.**

After many years of experimenting and testing in the field we have eliminated many troublesome parts and incorporated these outstanding features:

Non-Corrosive; All brass—nickel plated.

Non-Drip.

Small parts eliminated.

Light weight gun 5 oz., Hose 5 oz.

Operates on any pressure from 40-150 lbs., without adjustment.

Priced so that it doesn't pay to keep spending money repairing that old out-dated gun. Buy with confidence.

A revolutionary WATER SPRAY GUN developed for use by LAUNDRIES, Dry Cleaners.

Consult Your Jobber or

### STEBBINS MFG.

and SUPPLY COMPANY

1735 Blake Street

Denver 2, Colorado

# What a Shame!

... To be so fussy with the finish of a shirt and still have it unwearable.

It only takes 6 seconds to sew on a button—why leave yourself open to customers' condemnation for lack of such an essential part of a finished shirt.

Install a Chandler Button Sewer. Write for details.

## CHANDLER MACHINE CO.

Dept. G. AYER, MASSACHUSETTS, U. S. A.



valve is constructed to handle steam, water, oil, gas, air, etc. It is reported to be an ideal valve for the remote control, by hand or thermostat, of steam or water branch mains for space heating systems. Its gradual opening action protects piping, and its quick closing prevents overheating, the company states.

The valve operator, actuated by hydraulic power, operates single seated valves up to 1½" or double seated valves up to 4" at 125 psi. It does this by direct thrust—without resort to pilots, gears or levers.

When the full stroke is used, standard valves will open in 60 seconds and close in 10 seconds. Also available with an adjustable stop for partial throttling.

Valve bodies are of brass or iron with union or flanged connections. Various types of valve bodies are available: single seated, needle, piston or double seated.

Operators are dust-moisture and fume-proof. They also can be furnished explosion proof.

Bulletin #1080-A, available from the company's Department 70, supplies detailed information. ●

### News from Martin

Al Foster, who previously represented the Martin Equipment Corporation of Buffalo, N. Y., in the Detroit area, has been transferred to the Chicago office and will be under the supervision of Henry Stanley of that office.



AL FOSTER

Mr. Foster is well known in the industry both as a former dry-cleaner and as a sales and service engineer.

Aziz Abdul Karim, Beirut, Lebanon, Martin representative for Lebanon and Syria, was recently conducted on a tour of the Martin plant by Robert Wark, director of public relations.



SOL SHLUGER



RALPH PERDRIX

Peter Pasco, sales manager, has announced two appointments. Sol Shluger of New York City has been named Martin representative for the State of Connecticut. He plans to make his headquarters in Hartford.

Ralph Perdrix has been appointed New England States representative (not including Connecticut), and will be in charge of the firm's new Boston office at 257 Harrison Avenue. ●



### Street Appoints Maple

R. R. Street & Co. Inc. reports that Dale Maple was recently assigned to service plantowners served by Street's jobbers in Virginia and West Virginia.



DALE MAPLE

Maple plans to establish headquarters in Richmond, while Tom Lewis will continue to maintain his present headquarters in Roanoke. As a result, plantowners in the Virginias may expect much more frequent and regular field technical service from Street's.

Maple has a background of many years of practical experience in the drycleaning industry. Prior to entering Street's field organization

a year ago, he was employed as an industrial engineer by the NICD and later served in the same capacity for several of Detroit's largest plants. Since September, 1949, Maple has served as a field technician for Street's in the Detroit territory. ●

### Flatwork Ironer Canopies

Greater production of flatwork ironer crews through increased working comfort is claimed for the specially designed slanting type and deluxe type Airvent canopies manufactured by The American Laundry Machinery Co., Cincinnati, Ohio. The slanting type canopy is primarily for use with 4, 6, 8 and 12-roll Super-Sylon or Streamline flatwork ironers. The deluxe type is applicable to all Super-Sylon and Streamline ironers. Both types can be installed on most other makes of flatwork ironers of equivalent size and type. Mounted over the rolls of the flatwork ironer, the canopy protects padded rolls from dust and lint, and acts as a safety guard for rolls.

By completely removing steam vapors and hot, humid air liberated from ironer, the Airvent canopy reduces operator fatigue from heat and humidity, encouraging increased production. A large capacity, multi-blade fan, driven by a ball bearing motor, draws air toward ironer without draft, ventilating the entire area around ironer and increasing working comfort.

A special power-operated device raises and lowers side and end panels of the deluxe Airvent canopy for easy access to the padded rolls or for maintenance of ironer. Panels of the slanting type are raised and lowered by a manually-operated device incorporating a handy control pulley. Both types are sturdily supported by steel framework having four adjustable legs with feet shaped to fit bosses inside the ironer frames. ●

### New Cochrane Bulletin

The Cochrane Corporation, Philadelphia, Pa., has just issued a bulletin on the Cochrane Junior Industrial Zeolite Softener, Publication #4505. This illustrates and describes a water softening apparatus for small boiler and industrial plants, laundries, hospitals, apartment houses, etc., where relatively small quantities of softened water (less than 100 gallons per minute) are required.

Two groups of sizes are offered, and each group is

## How To Get WORK CLOTHES CLEANER with Oakite Penetrant

**H**EAVILY soiled, grease-soaked work clothes such as overalls, jumpers and the like, come out cleaner when you use Oakite Penetrant in the break.

Add a small quantity to your load and see how quickly . . . how thoroughly the fast wetting-out and deep penetrating action of Oakite Penetrant goes to work on grease, oil, grime and perspiration.

By removing the bulk of the grime in the break with scientifically formulated Oakite Penetrant your subsequent sudsing operations call for less soap.

### FREE—SOAP-SAVING FORMULAS

You can learn more about Oakite Penetrant by sending for a **FREE** copy of "9 Oakite Soap-Saving Washroom Formulae." Here, too, you will find several valuable suggestions for saving soap in sudsing and bleach operations, as well as interesting data on conditioning laundry wheels for peak performance. Additional information on cleaning open and closed type heat reclaimers units is also included in this 8-page manual.

Send for your **FREE** copy today! No obligation! Oakite Products, Inc., 22A Thames Street, New York 6, New York.

SPECIALIZED INDUSTRIAL CLEANING  
**OAKITE**  
MATERIALS • METHODS • SERVICE

Technical Service Representatives in Principal Cities of U. S. & Canada



**Here's the blues solution for your white problems**

For uniform whiteness without streaks or spots  
*It's Speare's Blues!*

For even distribution and complete rinsability  
*It's Speare's Blues!*

For eliminating wash-overs and saving operating costs  
*It's Speare's Blues!*

Exclusive formulas with many advantages found in no other brand of blues.

**SOLBLUE** . . . all purpose

**SUNBEAM** . . . non-sour

**SEABLUE** . . . sour

**HYWHITE** . . . all purpose

Order from your jobber, or direct. Dept. S.12



**LEWIS NATIONAL CORPORATION**

29 Sleeper St.  
Boston 10, Mass.

If your plant is in  
New England, ask us  
about equipment and machinery.

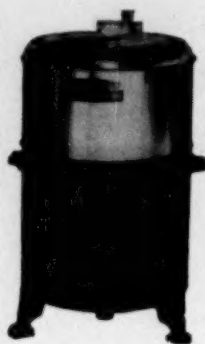


Repair holes, ruts, and broken floors quickly and easily with  
**CLAVE-O-CEMENT.**

Clave-O-Cement can be applied by any handy man. No skill or special tools required. Adheres perfectly to surrounding concrete. Bricks rock hard overnight, becomes 38 times harder than ordinary cement. Won't crack or crumble. Resists heat, cold, dampness, steam, oil, grease and most acids. Unexcelled for damp floors. Used in thousands of food and meat packing plants, cold rooms, bottling plants, refrigerators, laundries, dairies, and ice cream plants.

Your supply house can furnish promptly, or  
send for Illustrated Bulletin and Free Test Offer.

**THE MIDLAND PAINT & VARNISH CO.**  
9123 RENO AVE., CLEVELAND 5, OHIO



## BOCK EXTRACTORS

The most efficient time  
and money saving Ex-  
tractor on the market.

Made in 15", 17" and 20" sizes.

Send Us Your Inquiry.

**BOCK**  
LAUNDRY MACHINE CO.  
TOLEDO, OHIO

available in single or double units with greensand, synthetic gel and resinous type zeolite material, according to the requirements of the water supplies. Drawings, dimensions and capacities are shown. ●

### Belt with "Controlled Stretch"

A new flat leather belt with "controlled stretch" that prevents permanent elongation of the belt under load and thereby eliminates slipping has recently been developed by the S. R. Sikes Co.

The non-stretching advantage of fabric belting and the greater pulley grip of leather are said to be combined in this new belting. Called "Cordan," this new leather belting is reinforced with synthetic cords placed between the leather plies by a special process perfected by the company. These cords provide the added resiliency necessary to prevent the leather from stretching beyond a certain point under load and to return the belt to its true length when not under load.

Available now in widths up to 24" the new "Cordan" belt can be obtained endless or with laps prepared or it can be installed with Clipper belt hooks.

Information is available from the S. R. Sikes Co., Dept. SR, 1028 So. Third St., Minneapolis 15, Minn. ●

### Baker Heads New Division

Formation of an employee and public relations division of Wyandotte Chemicals Corporation was announced recently by

Robert B. Semple, president. The new division will coordinate all human relationship activities of the company.

George H. Baker will head the new division.

"In establishing this new and broader function of management in Wyandotte Chemicals," Semple said, "the company is giving recognition to the fact that the problems of personnel administration, plant-city-community relations and general public relations, as well as employee development and recruitment warrant staff representation on a par with production, research, sales and finance." ●



GEORGE H. BAKER

employee development and recruitment warrant staff representation on a par with production, research, sales and finance." ●



## TINGUE, BROWN & CO.

723 East Washington Boulevard, Los Angeles 21, Cal. Prospect 6023  
 507 Bishop Street, N. W., Atlanta, Georgia ATwood 3864  
 1227 Wabash Avenue, Chicago 5, Ill. Harrison 7-0083  
 1765 Carter Avenue, New York 57, N. Y. CYpress 9-8800

### Weight Recording Unit

A new device named the Howe Teleprint has been developed for the recording of scale weights by the Howe Scale Company, Rutland, Vt., for use with its Tape-Drive dial scales. The scale dial reading is recorded electronically on a wide variety of tickets and forms and single and double roll tapes. The Teleprint consists of a take-off unit, mounted as part of the dial housing, a servo-amplifier,

and a recorder unit, remotely connected to the take-off cable. The device can be installed on or near the dial or at any remote point 500 or more feet away, merely by the addition of extra cable.

Among advantages claimed for the new unit are: no friction is added to the dial mechanism; it weighs and prints only when the scale is in balance; high speed operation; drop weight integration; versatile ticket and form adaptations; and automatic weight printing. •

### Reese Appointed Manager

Appointment of T. W. "Ted" Reese as manager of Patek & Co.'s Salt Lake City branch has been announced by the company's president, Marcel Hirsch.



T. W. REESE

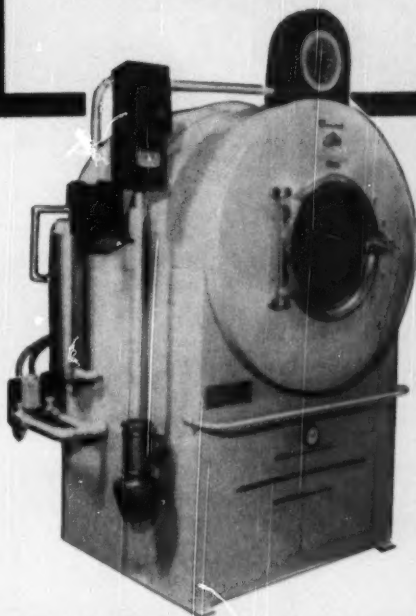
Reese is well known to the trade in the Rocky Mountain territory, having represented Patek & Co. in Utah, Idaho and Montana for several years.

Since joining the Patek organization shortly after the war, Reese has devoted much of his time to studying the supply and merchandising requirements of laundries and drycleaners. Rocky Mountain plantowners will find him always

ready to consult with them on such matters. •

# It FILLS, WASHES, DUMPS, REFILLS, RINSES...

## *all Automatically*



### HAMMOND 35 lb Atomic Open End Monel Washer

• Never before has any Washer equalled the performance of this machine! Handles the most delicate fabrics with speed, ease and safety. Automatic controls can be set to your own special formula or the standard twenty-eight minute cycle.

Saves supplies, floor space, power, water and time—both in loading and unloading.

Your plant is not complete without this marvelous new machine.

Write for complete details and prices on this and other Hammond equipment.

HAMMOND BLDG. WACO, TEXAS

# Hammond

LAUNDRY-CLEANING MACHINERY CO.

**BLANKETMASTER**

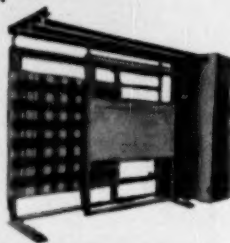
Blanket Washing Machine  
for quality blanket wash-  
ing with no shrinkage.

Write for Bulletin 690

**SQUAREWAY**

Curtain and Blanket  
Stretcher for quick, ac-  
curate drying of curtains  
and blankets.

Write for Bulletin 206



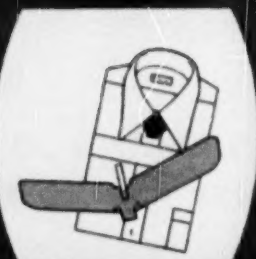
**..tune  
in  
more  
SALES**

**use  
STAIZ  
&  
X-PANDO**

COLLAR SUPPORTS

**YOURS  
FREE**

Send today  
for our Collar  
Support Book-  
let!

**TIME SAVERS**

83-99 Walnut St. • Montclair, N. J.



*"When It Comes to PRESS COVERS  
Come to STADHAM!"*

- **STAD-SPUN-D PRESS COVERS**

All Nylon, non-slip! Soft as a handkerchief! Rugged as a buff!

- **STAD-SPUN PRESS COVERS**

Non-slip Nylon, specially treated for longer wear.

- **STAD-TEX PRESS COVERS**

For use where slick finish helps production.

Phone, Wire or Write For Nearest Distr.



**STADHAM**  
COMPANY, INC. • HEXAGON DIVISION  
1811 N. NORTH 20th STREET, PHILA. 21, PA.

**CONVENTION CALENDAR**

Indiana Laundryowners Association Winter Meeting

Hotel Lincoln  
Indianapolis, Indiana  
December 1-2

Mississippi Laundry & Cleaning Association

Fifth Annual Convention  
Robert E. Lee Hotel  
Jackson, Mississippi  
December 3

South Carolina Association of Launderers and

Drycleaners  
Annual Convention  
Poinsett Hotel  
Greenville, South Carolina  
December 6-7

Maryland-District of Columbia and Virginia Laundry-

owners' Association, Inc.  
Mid-Winter Convention  
Lord Baltimore Hotel  
Baltimore, Maryland  
December 7-8

ALL Management Conference

Palace Hotel  
San Francisco, California  
December 8-10

National Institute of Cleaning & Dyeing

Convention and Exhibit  
Atlantic City, New Jersey  
February 4-7, 1951

Southwestern Linen Supply Association

Gunter Hotel  
San Antonio, Texas  
February 9-10, 1951

North Carolina Association of Launderers and

Cleaners  
Annual Convention  
Charlotte Hotel  
Charlotte, North Carolina  
February 21-22, 1951  
(Continued on page 95)



**"K-122"****SOAP BUILDER****SOAP EXTENDER****WORK IMPROVER**

*Favorite with quality Launderers  
for past 10 years.*

**THE LAUNDRY CHEMICALS CO.**

*Division of The Kinley Chemical Co.*

**4538 West 130th St., Cleveland 11, Ohio**

*(Continued from page 94)*

Georgia Laundry and Cleaners Association  
Annual Convention  
Biltmore Hotel  
Atlanta, Georgia  
March 28-29, 1951

Massachusetts Laundryowners' Association  
Annual Meeting and Spring Convention  
Hotel Statler  
Boston, Massachusetts  
April 6-7, 1951

Texas Laundry & Dry Cleaning Association  
Oklahoma Laundryowners Association  
Rice Hotel  
Houston, Texas  
April 11-12, 1951

Linen Supply Association of America  
Hollywood Beach Hotel  
Hollywood Beach, Florida  
April 15-18, 1951

Laundry & Cleaners Allied Trades Association  
Laundry & Dry Cleaners Machinery Manufacturers  
Association  
The Greenbrier  
White Sulphur Springs, West Virginia  
April 25-27, 1951

Pennsylvania Laundryowners Association  
Haddon Hall Hotel  
Atlantic City, New Jersey  
May 3-5, 1951

Laundry and Cleaning Association of the Carolinas,  
Georgia and Florida, Inc.  
General Oglethorpe Hotel  
Savannah, Georgia  
May 13-15, 1951

Indiana, Illinois, Michigan and Ohio Laundryowners  
Drake Hotel  
Chicago, Illinois  
May 17-19, 1951

Missouri, Kansas, Iowa and Nebraska Launderers and  
Cleaners  
Lassen Hotel  
Wichita, Kansas  
May 17-19, 1951

*(Continued on page 96)*

Increase  
operator  
efficiency  
with

**ZENITH****interval timers**

on washers and dryers—for signaling operations  
and time controlling of work loads.

Accurately time and control any electrically operated machinery. Powerful self starting synchronous slow speed motor. No clock springs to wind or break. Fast make-and-break through silver contacts. Timed for minutes or hours. Underwriters approved.

ZENITH also makes Automatic reversing switches  
• Program timers • Cycle timers • Transfer switches • Remote control switches • Automatic time switches • Automatic reset switches • Magnetic contactors • Program clocks • Reversing starters • Impulse timers • Magnetic switches • Synchronous motors • Work cycle timers •

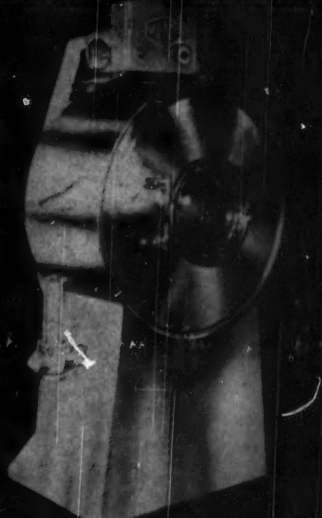
Write for Catalog Today

**ZENITH ELECTRIC CO.**

146 W. WALTON ST., CHICAGO 10, ILLINOIS

**MILNOR ALL STAINLESS STEEL  
LAUNDRY WASHER**

25 & 50 POUND DRY WEIGHT CAPACITY



**PELLERIN MILNOR CORP.**  
NEW ORLEANS, LA. U. S. A.



## WONDRESS JUTE BACK PADS for flatwork ironers

Made of cotton laundry padding knitted with a jute burlap backing to prevent stretching of padding and to maintain uniform padded thickness on the ironer roll. A strong, 2-ply duck lead cloth is knitted to each pad to prevent slipping on ironer rolls. Also supplied with asbestos lead cloth.

### You Save . . .

- ... because WONDRESS PADS decrease padding changes on flatwork ironer.
- ... because WONDRESS PADS are easily installed by plant engineer. Factory-supervised installation is not necessary.
- ... because WONDRESS PADS enable you to operate your ironer at the most efficient speed.

Sold by your local supply jobber

**SOUTHERN MILLS, INC.**

ATLANTA, GEORGIA

LOS ANGELES, CALIF.  
CHICAGO, ILL.

NEW YORK, N. Y.

DALLAS, TEX.

DETROIT, MICH.



## The Mark Record Sheet

is a great check against inaccurate marking. Records the marks used in all bundles; permits location of lot for all marks

**Prevents duplication of marks;  
Avoids mixup of garments;  
Aids and simplifies sorting;  
Used in any marking system;  
Precludes thievery;**

Used for years by hundreds of laundries

**SAMPLES FREE**

(All shipments C.O.D. unless check  
accompanies order)

Price, per thousand . . . . . \$7.50  
5,000 or more, per thousand . . . . . \$6.50

**The  
Starchroom Laundry Journal**

304 East 45th Street

New York 17, N. Y.

(Continued from page 95)

New York State Laundryowners Association  
Spring Convention  
Hotel Syracuse  
Syracuse, New York  
May 24-26, 1951

## Obituaries

**Meyer Copland**, 38, operator of the Mermaid Laundry, Philadelphia, died on September 30. He was a member of B'nai Brith and the Beth David Synagogue. He is survived by his wife, a son, a daughter, his mother, and a brother and sister.

**William J. Fitzgerald**, 48, co-owner of the Home Laundry, New Britain, Conn., died recently in his sleep. He belonged to the Connecticut Laundryowners Association and the Elm Hill Athletic Club.

He is survived by his wife, two sons, a daughter, his mother and several brothers and sisters.

**Kenneth F. Gillis**, 67, founder and president of the Sterling Towel and Linen Supply Company, Fresno, Cal., died recently. He belonged to the local Elks Lodge and Rotary Club. He is survived by his widow, a son, a daughter, several brothers and sisters, and four grandchildren.

**Carl W. Johnson**, partner with his son, Earl, in the Empire Laundry, Chicago, died on October 16. He was one of Chicago's pioneer laundryowners, having entered the business approximately 50 years ago. He is survived by his widow, two sons, and five grandchildren.

**Jacob L. Kaplan**, president of the Montana Laundry, Inc., Chicago, died on October 16 of a heart attack. Before purchasing the Montana Laundry in 1946, he had been identified with the Queen Wet Wash Laundry and the Alert Laundry Company. He had been a launderer for more than 30 years.

He is survived by his widow, two sons, three daughters, and four grandchildren.

**Samuel Lane**, 29, vice-president and secretary of the Crook Bros. Laundry and Cleaning Company, Davenport, Iowa, died on September 24 of polio. He belonged to the American Legion,

**BUY KD Davis Overall Tags**

8694

Clearly numbered brass tags for permanent identification. Attach anywhere on garments. Will not snag or come loose. Write for free sample today.

Other K-D Products:

- Pin Carriers
- Gripnet-Nylon Net Closures
- Net Pins
- Sorting Bars
- Marking Pins

Sold By Jobbers Everywhere

**KD THE KEYES-DAVIS COMPANY**  
Superior Laundry Since 1904  
110-14th St., Battle Creek, Michigan

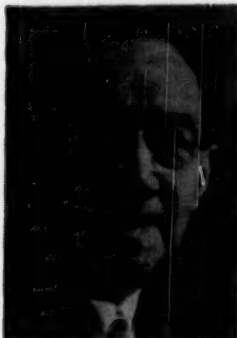
Beta Theta Pi, the Kiwanis Club, and the Rock Island Arsenal Golf Club.

His wife and two children survive.

**M. L. C. McGrillis**, White Star Laundry, Brockton, Mass., died on October 26. Active for many years in association work, he had been president of the Massachusetts Laundryowners' Association, a director of that group for many years, a director of the AIL, and an active member of the Laundryowners' Bureau of Boston.

**F. H. Normington**, 78, founder of the Normington Laundry and Dry Cleaning Co., Marshfield, Wisconsin, died on September 14. His firm had establishments in six Wisconsin cities. He was a past president of the Wisconsin Institute of Laundering and was one of the original incorporators of the AIL. He is survived by seven children, 32 grandchildren, and 18 great-grandchildren.

**George G. Rups**, 57, assistant general sales manager and sales promotion manager of The American Laundry Machinery Company, died suddenly at Boston, Mass., October 6, while attending the recent AIL convention. He was born in Switzerland and graduated as a mechanical engineer from the Winterthur Polytechnic Institute. He joined the American organization in 1915.



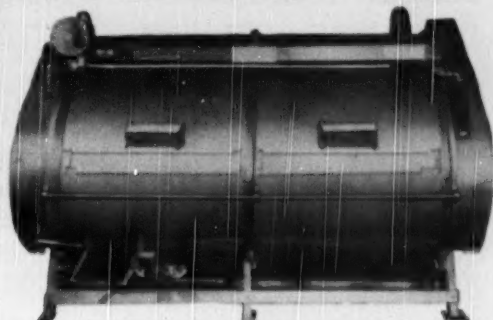
GEORGE G. RUPS

Having obtained his American citizenship, George enlisted in the Army in 1917, and served three years with the 112th Heavy Field Artillery of the 29th Division. Upon leaving the Army he returned to American in the specialty department, and in 1923 was promoted to manager of that department. Five years later he was promoted to sales promotion manager, and last June was appointed assistant general sales manager in addition to sales promotion manager.

George Rups was nationally known and had a host of friends throughout the laundry and drycleaning industries. He was a past president of the Laundry and Cleaners Allied Trades Association, and was on the board of directors of that organization at the time of his death. He was also a member of the Cincinnati Sales Executive Council and the National Industrial Advertisers Association.

He is survived by his widow, Mrs. Inez Aileen Rups, a son, and his mother.

**LOWER IN COST . . .**  
THAN ANY SIMILAR WASHER WITH SAME CAPACITY  
**BIG CHIEF** MODERN WOOD WASHER



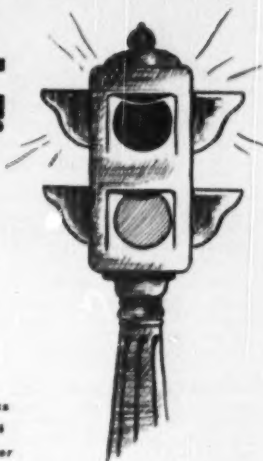
44" x 84"—2 POCKET—2 DOOR

Sturdy as a battering ram for rigid vibrationless, long life. Features all steel welded construction. All parts of standard manufacture. Chain or V-belt drive. New design with open pocket or horizontal partition. Built for heavy duty service; bolt or spring type cylinder locks. All diameters from 36" up to 60" at any length. Heavy duty motor. The most washer for your dollar. We are never underpaid.

**ILLINOIS LAUNDRY MACHINERY MFG. CO.**  
3124 W. LAKE STREET  
CHICAGO 12, ILLINOIS

**STOP-LOOK-LISTEN!**

Announcing a new location for the manufacturers of



Peerless Button tags

A B Tags

Tag A Day Tags

NON X L Tags

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Ace of Spades Indelible Inks

Ace of Hearts Indelible Inks

Redux-Indelible Ink Remover

II-OR

A B and P B Tag Attaching machines

Our products will be manufactured in a larger and more modern factory which will insure the same quality materials and service.

**BOSTON**  
**CLIP & TAG COMPANY**  
48 GROVE STREET, SOMERVILLE 44, MASS.

# CLASSIFIED DEPARTMENT

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion, 10¢ a word for subsequent, consecutive insertions. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge \$1.00 (new or repeat). Capitals or bold face type—double these rates.

Ads must be in our hands by the first of the month. Payment should accompany all orders.

Add cost of 5 words if answers are to come to a box number to be forwarded by us.

Extra white space between lines doubles charges indicated.

Mail your box number replies to The STARCHROOM LAUNDRY JOURNAL, 304 East 45th St., New York 17, N. Y.

## CONSULTANTS

**IN TROUBLE?** Our chemical analysis of garments and laboratory reports place responsibility for damage, and save you money. Charge light. **HUNNARD TEXTILE CONSULTING BUREAU, SILVER SPRING, MARYLAND.** 5384-25

## LAUNDRIES and CLEANING PLANTS FOR SALE

**LAUNDRY PLANTS and DRYCLEANING PLANTS.** 100% PROPOSITIONS. New York, New Jersey, Connecticut, Pennsylvania. Other Sections—WHERE DO YOU WANT TO LOCATE? Richard J. Muller—Lic. Broker, 89-16 184 St., Jamaica 3, N. Y. Tel. REpublic 9-3016. 4344-2

Laundry and new Hoffman 140-7 Cleaning Unit—only plant in **MISSOURI** county seat town of 7,000, \$78,000 in '49, good profit, 14% gain over '48. Good labor supply. Owner has business interests out of state. Reasonable price, with or without real estate. **ADDRESS: Box 8049, STARCHROOM LAUNDRY JOURNAL.** 9129-2

Large Laundry and Drycleaning Plant established and doing business over 35 years. Trucks pick up from routes in radius of 35 miles. Building 50'x100' plus additions. Nets over \$1,000 per month. Very reasonably priced, should pay out entire investment in 4 years. Owner tired, and tired of fooling with help and details. Write: **Shurt W. Hannah, Real Estate, Shelby, Montana.** 9129-2

Laundry in Pacific Coast Town, fast-growing and prosperous. Volume near \$100,000 this year. Excellent payer, owner wishes to retire. **ADDRESS: Box 9150, STARCHROOM LAUNDRY JOURNAL.** 9129-2

For Sale: Old-established laundry business Midwest city of 50,000, \$65,000 volume. For immediate sale to close an estate. **ADDRESS: Box 9151, STARCHROOM LAUNDRY JOURNAL.** 9129-2

**LAUNDRY LOCATED IN NORTHERN ILLINOIS.** Volume last year, \$180,000, now on increase. Established 31 years. **QUALITY REPUTATION. GOOD PRICES. MODERN EQUIPMENT.** With or without real estate. **ADDRESS: Box 9152, STARCHROOM LAUNDRY JOURNAL.** 9129-2

"Enjoy Colorado—be independent with a small cleaning establishment located in summer resort but sufficient business to operate year around. Ideal for couple. Small investment buys business, buildings, living quarters and lot. Recall to service compels me to sell"—Heckert's Cleaners, Grand Lake, Colorado. 9154-2

**COMBINATION LAUNDRY and DRYCLEANING PLANT,** newly equipped and new building. Located in the Heart of the Big Horn Mountains. Real western atmosphere. Stock raising, oil and farming community. Drawing population 18,000. Sailing account of ill health. Write Box 43, Worland, Wyoming. 9157-2

**SOUTHERN NEW ENGLAND** laundry and cleaning plant. \$2,000 weekly volume. Now operating at high efficiency and large profit. Machinery mostly new. Can be purchased with almost no down payment by experienced person or will hire interested party as manager with option to buy. **ADDRESS: Box 9164, STARCHROOM LAUNDRY JOURNAL.** 9158-2

**SHIRT LAUNDRY**—4500 shirts a week, also bachelor bundles. Latest air-driven equipment. Located in **CENTRAL ST. LOUIS, MISSOURI.** Lease available, reasonable rent. Established 19 years. Price \$27,000. **ADDRESS: Box 9179, STARCHROOM LAUNDRY JOURNAL.** 9158-2

For Sale: Laundry doing approximately \$75,000 per year, \$85,000 with Real Estate or \$35,000 without. Will lease building. Terms: 1/3 down. **ADDRESS: Box 9184, STARCHROOM LAUNDRY JOURNAL.** 9158-2

## LAUNDRIES and CLEANING PLANTS FOR SALE (Cont'd)

**POWER STEAM LAUNDRY** at Poteau, Oklahoma, near big 40,000 acre Wister Lake in heart of famous Kiamichi (Osark) Playgrounds with fine hunting and fishing. Volume 1949, \$43,000, net profit \$10,000. Good equipment, plenty of local help, no competition. Real money maker with great future possibilities. Price including Real Estate \$31,500. Some terms. Wm. O. Bohnefeld, 318 McIntire Building, Tulsa, Oklahoma. 9165-2

**THE BUY OF THE YEAR.** For Sale: One of the most modern streamlined and progressive Drive-In Laundries and Drycleaners in the Middle West. Doing approximately \$350,000 yearly volume, on strictly Drive-In and Cash and Carry basis. Established over 12 years, netting approximately \$75,000 yearly. Owner will sacrifice due to ill health for \$225,000 cash. Will give long-term lease or building can be purchased if desired. **ADDRESS: Box 9166, STARCHROOM LAUNDRY JOURNAL.** 9165-2

Laundry-Drycleaning Plant: Sales \$39,000 year, can increase; 75% laundry, all local, busy Ohio County Seat, modern equipped, 4,000 square feet, no competition, same owner 21 years, sell with property, settle estate. **APPLE COMPANY, Brokers, Cleveland, Ohio.** 9166-2

**LAUNDRY and DRYCLEANING PLANT.** Progressive town of 8,000 in North Iowa. Plant 8 years old. Masonry building 50'x90. Volume in 1949 \$34,000. Half 1950 \$38,500. Building, equipment and 5 new trucks \$40,000. Without building \$32,500. With long lease on building at \$180 month. Will consider terms. **ADDRESS: Box 9169, STARCHROOM LAUNDRY JOURNAL.** 9166-2

For Sale: **LAUNDRY in EAST PENNSYLVANIA** doing an excellent job, volume over \$100,000 yearly, well established. Modern equipment, \$75,000 cash needed, balance financed, building included. **ADDRESS: Box 9800, STARCHROOM LAUNDRY JOURNAL.** 9166-2

## LAUNDRIES and CLEANING PLANTS WANTED

**WANTED — PLANTS — ALL KINDS —** New York, New Jersey, Connecticut. **BUYERS WAITING — LIST YOURS.** **RICHARD J. MULLER** Lic. Broker, 89-16 184 St., Jamaica 3, N. Y. Tel. REpublic 9-3016. 4344-2

Wanted: Sound Laundry and Drycleaning Plant, equipment in good condition, annual sales \$400,000—\$700,000. Correspondence held strictly confidential. **ADDRESS: Box 9169, STARCHROOM LAUNDRY JOURNAL.** 9166-2

## HELP FIGHT TUBERCULOSIS

A Christmas Seal contribution is a gift to countless thousands in many ways.

More than 20,000,000 Americans make year-round TB prevention and control a part of their Christmas giving. To give the greatest gift—health and life itself—to the greatest number



**BUY CHRISTMAS SEALS**

Space contributed by  
The STARCHROOM  
LAUNDRY JOURNAL



## BUSINESS OPPORTUNITIES

\$4,000 will buy complete laundry plant doing Diaper Service. Commercial Equipment, **EXCELLENT OPPORTUNITY**. ADDRESS: Box 8097, **STARCHROOM LAUNDRY JOURNAL**. -11

## PARTNERSHIP WANTED

**WORKING PARTNER**. Laundry, cleaning plant, volume approximately \$60,000 annually. Growing city, sunny California. Age 37. Twenty years experience. Cash down required \$5,000. ADDRESS: Box 9104, **STARCHROOM LAUNDRY JOURNAL**. -9

## HELP WANTED

**PLANT PRODUCTION MANAGER**. Opportunity of a lifetime to take complete charge of one of the most modern streamlined and progressive plants in the Middle West. Owner is ill and wants to reduce some of his responsibilities. In replying please state your full qualifications in first letter, and salary willing to start for until your ability is proven. If you have the experience, qualifications and references, we have the proposition you have been looking for. This position is open now. DeLuxe Laundry, Inc., Corner 39th & Baltimore, Kansas City, Missouri. 9187-7

**SUPERINTENDENT** for Family Laundry Plant in Rochester, New York. Good salary plus bonus. ADDRESS: Box 9198, **STARCHROOM LAUNDRY JOURNAL**. -7

**PLANT SUPERINTENDENT** for combined Laundry, Cleaning, Fur Storage and Rug Plant. About 30 employees. College town, midway New York and Philadelphia. Must know wage incentive plans, modern methods. State experience. University Laundry & Cleaners, Princeton, New Jersey. 9809-7

## SITUATIONS WANTED

**ACCOUNTING SERVICES, ADVISORS AND CONSULTANTS TO LAUNDRIES AND DRYCLEANERS SINCE 1919. SAMUEL NEWBERGER & CO., 197 Highland Place, Brooklyn, N. Y. Applegate 7-5983.** 8038-5

**POSITION WANTED: LAUNDRY SUPERINTENDENT. MODERN HOSPITAL OR HOTEL. QUALITY AND COST CONSCIOUS. AVAILABLE WITHIN THIRTY DAYS. ABILITY TO HANDLE HELP AND GET ALONG WITH PEOPLE. EDUCATED, THOROUGHLY EXPERIENCED AND REFERENCED. ADDRESS: Box 9089, STARCHROOM LAUNDRY JOURNAL.** -5

**EXPERIENCED LAUNDRY SUPERVISOR** with proven ability seeks permanent connection with broad outlook. Always produced excellent results. Intelligent, sober and dependable. First-class references. ADDRESS: Box 9136, **STARCHROOM LAUNDRY JOURNAL**. -5

**LAUNDRY—DRYCLEANING SUPERINTENDENT**, 22 years' practical experience. Interested in securing position where application and integrity are needed along with leadership. Have had complete success with employee relationship and personnel training—thoroughly familiar with wage incentives and modern methods of procedures. Have supervised and operated upwards to \$10,000 laundry and \$2,000 drycleaning weekly volume. ADDRESS: Box 9163, **STARCHROOM LAUNDRY JOURNAL**. -5

**Laundry—Drycleaning General Manager**. High type executive. Outstanding background, business ability. Knows production, sales, costs, organization. Successful in handling and developing personnel. College graduate. Years of practical experience. Location Middle Atlantic states preferred. Can furnish excellent references and recommendations. ADDRESS: Box 9197, **STARCHROOM LAUNDRY JOURNAL**. -5

**SALES MANAGER**, top man in field, desires locating in Southern states. Knowledge drycleaning, claims, production. Good promotional man. ADDRESS: Box 9205, **STARCHROOM LAUNDRY JOURNAL**. -5

**MANAGER-SUPERINTENDENT**—background of achievement. Many years experience with plants exceeding \$10,000 per week. Thorough knowledge, methods, wage incentives, sales, personnel directive. References, good reason for changing position. ADDRESS: Box 9206, **STARCHROOM LAUNDRY JOURNAL**. -5

**SALES MANAGER**, experienced Laundry and Drycleaning. Can manage office, routes, advertising and sales promotion. New York or northern New Jersey preferred. C. F. P., 70 Brinkerhoff St., Jersey City 4, N. J. 9210-5

## SCHOOLS

**ARE YOU A HUBBARD SCHOOL GRADUATE?** Plant owners ask for them. No matter who or where you are, you get an "all-out" teaching service when taking a Hubbard Course. Ask for catalog covering ten approved courses. Hubbard Cleaning School, Silver Spring, Maryland. 8419-15

## PROFESSIONAL NOTICES

**CARRUTHERS' LAUNDRY BULLETIN**—the statistical Bulletin for the Laundry Industry—weekly sales reports—monthly cost trends and articles of timely interest. 44 Bulletins—\$15 annually. John Carruthers Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford, and Washington. 8487-87

## LAUNDRY LISTS

**LAUNDRY LISTS**. Our Catalog Lists, 4 1/2x11, white bond paper, black ink, padded, 20,000 Freight Prepaid, \$40 net; same lists on colored paper, black or colored ink, 20,000, \$60 net, Freight Prepaid. Ask for Catalog. Also Bundle Inserts, Drivers Route Sheets, etc. **BREKLIN PRESS, INC.**, Finch Building, St. Paul 1, Minnesota. 9038-84

## CARDING WIRE

**CARDING WIRE**: For Curtain and Blanket Stretchers. **G. W. ROBINSON CO.**, 34 Pleasant Street, Watertown, Mass. 7840-58

## REPAIRS — PARTS — SERVICE

**REPAIR PARTS FOR ASHER IRONERS, GEARS ALL SIZES**. Expert service men. Full line of Asher Ironers, rebuilt by men who know how. **BAHR LAUNDRY MACHINE CO.**, 29 Calumet Street, Newark 3, N. J. 1288-37

**GEARS AND PARTS** on hand for practically all makes of washers, ironers, tumblers and extractors. Prompt delivery of replacement wooden shells and cylinders, which we have been manufacturing for over 25 years. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO.**, 313 Ten Eyck Street, BROOKLYN 4, N. Y. 5008-37

## MACHINERY WANTED

**WANTED**: Hoffman hydraulic extractor (Berger type). Good condition. Please state age, model number, number of containers, whether now in operation, location and price. ADDRESS: Box 9199, **STARCHROOM LAUNDRY JOURNAL**. -3

## POWER PLANT EQUIPMENT FOR SALE

Whitlock Everdur Horizontal Hot Water Storage Heater, 54" diameter x 144" long—1430 gallon storage. Working water pressure 100 lbs. per square inch. Two heating sections—one for exhaust steam—other for 100# gauge pressure. Capacity 3100 gallons per hour. Using 100# steam in both sections the capacity will almost double. Price \$1,900 F.O.B. Cincinnati. Present day price over \$3,000. ADDRESS: Box 9154, **STARCHROOM LAUNDRY JOURNAL**. -36

One 25 H.P. Oil Fired Boiler completely automatic, with burner, controls, and stack, used less than three years. Also 160-inch single roll ironer. Also 120,000 grain water softener, 2,000 gallon oil storage tank and a hot water tank. Ideal for laundry or drycleaning plant. Anxious to sell, immediately available. Need space. Quality Linen & Towel Supply Co., 1087 Washington Street, Salt Lake City, Utah. 9183-34

**COMPRESSORS, INGERBOLL RAND MODEL 654-E3**, driven by 10 h.p. motor, **QUINCY MODEL 338-7** driven by 7 1/2 h.p. motor, **CURTIS TWIN CYLINDER 3 1/2x3 1/2** driven by 5 h.p. motor, **COMPRESSORS COMPLETE WITH TANKS, AUTOMATIC CUT-OFF VALVE, ALL ACCESSORIES CONNECTED UP AS SELF-CONTAINED UNIT ON RIDGEPLATE. CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 4, N. Y. 9808-34

**Elgin WATER SOFTENER**, exchange capacity 200,000 grains, flow rate 57 gallons per minute. Originally \$1,870. Selling price \$450. Excellent condition. **Lauderette**, 819 E. Genesee St., Syracuse, N. Y. 9811-30

**BOILER**—100 H.P., oil fired, fully automatic. **IN EXCELLENT CONDITION**. 4 Hour Dry Cleaners, 1185 Jefferson Ave., Buffalo, N. Y. 9212-36

## MACHINERY FOR SALE

**ASHER** ironers 42 x 120-22 x 120. Rebuilt, big stock. Terms. Beebe Laundry Machine Company, 29 Calumet Street, Newark 5, N. J. 2240-4

**REBUILT LAUNDRY AND DRYCLEANING MACHINERY** — washers, extractors, ironers, presses, tumblers, filters, stills, boilers. Large stock on the floor **READY FOR INSPECTION AND DELIVERY**. Complete plants installed. **IMPERIAL LAUNDRY MACHINERY CO.**, 245 Huron St., Brooklyn 22, N. Y. 4600-4

**42x120" ASHER FLATWORK IRONER. VERY ECONOMICAL MACHINE TO OPERATE.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4651-4

**For Laundry and Drycleaning Machinery try the Keel Company, 7229 N. Western Avenue, Chicago 45, Illinois.** 4661-4

**28" EXTRA DEEP AMERICAN or TROY EXTRACTORS, with NEW electrical equipment. EVANS AUTOMATIC SHIRT STARCHING MACHINE.** CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, BROOKLYN 4, N. Y. 4753-4

**48" TROY and TOLHURST, direct motor driven and belt driven extractors.** CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, BROOKLYN 4, N. Y. 4755-4

**48" VIEREN HIGH SPEED and 48" TOLHURST, DIRECT MOTOR DRIVEN EXTRACTORS.** Ready for immediate delivery. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4855-4

**2-42x24" AMERICAN MASTER CASCADE MONEL WASHERS, 4 compartment, 4 door Y type cylinders.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4952-4

**COLLAR FINISHING UNIT, consisting of AMERICAN EARMO Press, Seam Dampener, Shaper and Edger.** CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, BROOKLYN 4, N. Y. 5004-4

**AMERICAN direct motor driven and belt driven 48" HUMATIC EXTRACTORS.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 5124-4

**4 AMERICAN 22 and 20 POUNDER, 2 COMPARTMENT AIRWAY TUMBLERS.** CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6292-4

**TROY and AMERICAN LATE TYPE 4-ROLL 120" STREAMLINED FLATWORK IRONERS. READY FOR IMMEDIATE DELIVERY.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6518-4

**WOOD WASHERS REBUILT WITH ALL NEW WOODWORK AND EQUAL TO NEW IN EVERY RESPECT.** 30x30", 36x54", 42x72" and 44x34". Ready for immediate delivery. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6661-4

**AMERICAN and TROY 3 Roll 100" IRONERS, ironing goods on both sides in single pass.** Can be arranged for return feed. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6766-4

**30 x 180" and 36 x 180" WILLEY ROYAL CALENDER FLATWORK IRONERS.** Quality production machines. Very reasonably priced. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6767-4

**PONY WASHERS—MOTOR DRIVEN 25 lbs. dry weight capacity, \$410 25 lbs. d.w. cap. \$445—50 lbs. d.w. cap. \$475—75 lbs. d.w. cap. \$445—ALL PRICES FOR TROY, N. Y.—MANUFACTURED BY ROBERT EWING & SONS, INC., TROY, N. Y.** 6787-4

**2 ROLL 120" AMERICAN and TROY IRONERS. REBUILT IN NEW MACHINE CONDITION.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6799-4

**HIGH SPEED EXTRACTORS. AMERICAN 17" MONEX, 15" and 17" BOCK, 28" HOFFMAN WITH MONEL BASKET.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6844-4

**HANDY IRONERS, AMERICAN, TROY and POLAND single roll flatwork and small piece ironers.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6845-4

**AMERICAN 68x120" CYLINDER FLATWORK IRONER (5185 type) with 4 PADDED PRESSURE ROLLS. IN EXCELLENT CONDITION. DOES QUALITY WORK. HIGH CAPACITY MACHINE AT LOW INVESTMENT VALUE.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6867-4

**AMERICAN and TROY 26" and 28" EXTRACTORS, BELT or MOTOR DRIVEN WITH NEW ELECTRICAL EQUIPMENT. READY FOR PROMPT DELIVERY.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6868-4

**Five 42x24" AMERICAN MASTER CASCADE DOUBLE END DRIVEN MONEL WASHERS with 2 compartment, 3 door cylinders. IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS and CONTROLS.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4910-4

**AMERICAN 4 ROLL 100" and 110" STANDARD FLATWORK IRONERS, MOTOR DRIVEN, COMPLETE WITH VARIABLE SPEED MOTORS. NEW MACHINE GUARANTEE.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4915-4

**16x100" AMERICAN 41216 RETURN FEED FLATWORK IRONERS, MOTOR DRIVEN. PROSPERITY SUPER SPEEDSTER and AMERICAN SUPER EARMO 31" BODY PRESSES. VERY REASONABLY PRICED.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4914-4

**60" FLETCHER WHIRLWIND, 60" ZEPHYR and 63" AMERICAN OPEN TOP EXTRACTORS WITH MONEL and STAINLESS STEEL BASKETS.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6116-4

**48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN TOP MOTOR DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6983-4

**44x24" AMERICAN MASTER CASCADE 3 POCKET MONEL WASHER, 30x48" and 24x34" ONE POCKET ONE DOOR MONEL WASHERS. ALL MOTOR DRIVEN.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6984-4

**120" RETURN FEED 4 ROLL AMERICAN and COLUMBIA FLATWORK IRONERS, MOTOR DRIVEN.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 7022-4

**AVAILABLE NOW IN YOUR LOCALITY. Bargains in good, used equipment. MARTIN EQUIPMENT CORPORATION, 729-C Hertel Avenue, Buffalo, New York.** 7044-4

**METAL CYLINDERS—TO REPLACE WOOD OR METAL, in any size or type of laundry or drycleaning washer. Made of Monel, stainless steel or black metal, increase capacity, efficiency. Write for prices, giving size, number of partitions and doors, use of washer.** FROST BROTHERS, 1821 Wade St., Indianapolis 3, Indiana. 7096-4

**UNIPRESS 2, 3 and 4 GIRL ALL FINISHED SHIRT UNITS. IN OPERATION FOR LESS THAN 1 1/2 YEARS. LATEST MODELS. GUARANTEED NEW MACHINE CONDITION.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 8036-4

**PROSPERITY 2 GIRL SHIRTUNIT CONSISTING OF THE FOLLOWING PRESSES—COLLAR AND CUFF, BOSOM, YOK and TWO LAY SLEEVE PRESSES.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 8074-4

**2 WATERWAY COMBINATION WASHERS AND EXTRACTORS. PERFECT MACHINE FOR BLANKETS, WOOLINS AND OTHER SPECIALTIES AS WELL AS COLORED WORK.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 8075-4

**15 POUND AMERICAN and HOFFMAN MONEL METAL OPEN END WASHERS, MOTOR DRIVEN and 34x30" HUEBSCH and HOFFMAN OPEN END TUMBLERS.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 8078-4

**50 Double Arms Key Tag Sets—A 4 Style. Numbers 1 thru 50, \$8 each set F.O.B. Cincinnati. Less than 1/3 present day price. ADDRESS: Box 2093, STARCHROOM LAUNDRY JOURNAL.** -4

**1 National Wet Assembly Conveyor Circuit for use with all Key Tag Arms. U design measuring approximately 15' 4" long and 6' 7" wide on the inside, 110 trolleys. Excellent condition \$250 F.O.B. Cincinnati. Present price new is over \$3,000. ADDRESS: Box 2094, STARCHROOM LAUNDRY JOURNAL.** -4

**IMPERIAL Laundry Machinery Co., 245 Huron St., Brooklyn, N. Y. Ev-9-6585, has large stock of new and rebuilt equipment on floor ready for inspection, reasonable prices and terms; one year guarantee. Individual machines or complete plants for laundry, synthetic and petroleum drycleaning furnished. List the machines you have for sale with us.** 9001-4

**Drycleaning unit, synthetic NEW FERN 40-model B with still, like new. Immediate delivery. ADDRESS: Box 9009, STARCHROOM LAUNDRY JOURNAL.** -4

**AMERICAN TILTO 4 GIRL SHIRT UNIT. THOROUGHLY REBUILT IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9014-4

## MACHINERY FOR SALE (Cont'd)

48x78" AMERICAN MASTER CASCADE, SMITH DRUM and TROY PREMIER DIRECT MOTOR DRIVEN DOUBLE END DRIVE MONEL METAL WASHERS, 2 compartment 2 door cylinders. 85" HUEBSCH FULLY AUTOMATIC HANDKERCHIEF IRONER WITH FLUTTER. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 4, N. Y. 9038-4

FLASH: TWO AMERICAN 180" STANDARD LATEST TYPE STREAM-LINED FLATWORK IRONERS, IN EXCELLENT MECHANICAL CONDITION AND READY FOR IMMEDIATE DELIVERY. THESE TWO IRONERS REPRESENT EXCELLENT IRONER VALUE. INSPECTION INVITED. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9039-4

IMPERIAL LAUNDRY MACHINERY COMPANY, 265 Huron Street, Brooklyn, New York, EV-9-6545, has available American N-Trux 54" extractor with two extra baskets, purchased new 1945; Troy Streamline 8-roll ironer, new 1945; American 8-roll ironer; American 6-roll ironer; Ellis 54x180" 9-pocket stainless washer; American Cascade 42x64" washer; Troy 42x72" washer; American Tiltor shirt unit; Prosperity 4-girl unit and coat presses; Hoffman 42x90" tumbler; Huebsch 34x50" tumblers; Hoffman and American 48" and 60" extractor for laundries or cleaners; Hoffman 140-F unit used two months; American 30x48" Petroleum unit with filter, still, etc., brand new; Prosperity synthetic cleaning unit; DDZ 60-pound synthetic unit; Columbia synthetic unit. 9089-4

Huebsch 80" handkerchief ironer, just rebuilt, not used since. Guaranteed 1 year. \$200. Triner laundry breaking table \$150. White Rose Laundry-Cleaners, Inc., 299 So. Dunlap, Memphis 4, Tenn. 9088-4

4 Tumblers, Ellis Drier Company, 48x180" Motor-driven with motor on top, three-pocket, three-door, late type machine. Price reasonable. 3128 West Lake Street, Chicago 18, Illinois. 9146-4

AT BARGAIN PRICES FOR IMMEDIATE DELIVERY: 1 American 34x96" six-pocket Monel Washing Machine. Will equip for A.C. or D.C. 1 American 42x64" four-pocket Monel Washing Machine. Serial #24567-M2764. Will equip for A.C. or D.C. 2 Fantom-Fast Units complete with Lang Lister Machines. 2 American Zarni Body Press Ironers, size 19x38", \$150 each. 1 Combination Steele Shirt Folding and Finishing Board. 1 American four-roll Flatwork Ironer 180" A.C. \$3,000. 1 National Sorting Rail, 70 feet of rail, with supports and 40 trolleys. Above equipment subject to prior sale. Contact: LONG HALL LAUNDRY COMPANY, 1809 EAST 17TH STREET, KANSAS CITY 1, MISSOURI. PHONE NA 7632. 9155-4

8-50" FLETCHER TWINTAINER SELF-UNLOADING TYPE EXTRACTORS, CONTAINERS AND HOISTS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9159-4

48x180" SMITH DRUM, 12 COMPARTMENT 12 DOOR, 54x184" AMERICAN MAMMOTH CASCADE 21 COMPARTMENT 21 DOOR Y TYPE, 54-184" AMERICAN MASTER CASCADE 12 COMPARTMENT 12 DOOR, DIRECT MOTOR DRIVEN, DOUBLE END DRIVE MONEL METAL WASHERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9160-4

HOPKINS FULL 2 DOOR COMBINATION CURTAIN AND BLANKET DRYERS. PANTEX 48x24" CURTAIN AND DRAPE PRESS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9162-4

4 Roll 190" American Standard Ironer, equipped with Hamilton spring padded rolls, full vacuum features, four speed motor drive. Late type and in perfect condition. KENNEDY LAUNDRY, 1082 East Adams, Springfield, Illinois. 9165-4

COMPLETE LINEN SUPPLY PLANT: Only slightly used. Cost about \$45,000 installed. Will sell at bargain. Purchaser receives all pipes, connections and electrical parts necessary for installation. Four Apparel Units, one Nurse Uniform Unit, practically new 4 Roll American Ironer, 48" Extractor, 26" Extractor, three large washers, boiler, water softener, two Huebsch Tumblers, and all other equipment necessary for complete installed plant. Can be moved and set up with minimum cost. Complete list on request. Wire, Write or Call: J. E. Shackelford, 4323 Main Street, Cal-TE 4177, Dallas, Texas. 9190-4

ASHER IRONER 48x180" in excellent condition. Can be seen in operation. \$1,500. ADDRESS: Box 9191, STARCHROOM LAUNDRY JOURNAL. 4

PROSPERITY POWER CIRCLE SHIRT UNITS 2 AND 4 GIRL, LATEST TYPE. COMPLETE, SAW VERY LITTLE USE, WILL SELL SACRIFICE PRICE. ADDRESS: Box 9192, STARCHROOM LAUNDRY JOURNAL. 4

2 Laundry sales Accounting Machines—N.C.R. #2000, with stands. Route control. Both in use at present. Rite Way Laundry, 3319 Atlantic Ave., Brooklyn 8, New York. 9158-4

# REBUILT LAUNDRY MACHINERY

By the Largest Company Specializing  
in Rebuilt Laundry Machinery

## CUMMINGS-LANDAU

LAUNDRY MACHINERY CO., INC.  
MANUFACTURERS • REBUILDERS • DISTRIBUTORS

305-17 Ten Eyck Street  
Brooklyn 6, N. Y.

HYacinth 7-1616

1-100 Ft. National Bixler Conveyor, carrying of Coat Hangers complete with 1/2" Round Belting and A.C. Drive. 13-Model No. 20 National Lang Counting List Printing Machines. 40 Keys. 17-34-32-Power Fantom-Fast National Marking Machines. Table Mounting-Air Type 110 volt A.C. 13-Marking Tables complete with 100 watt Black Lamps. La Messure Brothers, Inc., 1450 - 21st Street, Detroit 16, Michigan. 9193-4

18-50" AMERICAN NOTRUX and 4-50" FLETCHER TWINTAINER UNLOADING EXTRACTORS, LESS THAN FOUR YEARS OLD. LOCATED IN SAN FRANCISCO. CAN BE SEEN IN OPERATION. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9194-4

For Sale: DRYCLEANING MACHINES enough to operate small Petroleum Solvent Plant including finishing \$2,300. Operating in Massachusetts. ADDRESS: Box 9195, STARCHROOM LAUNDRY JOURNAL. 4

For Sale: \$2,300 All laundry machines necessary to equip a small laundry. Operating in Massachusetts. ADDRESS: Box 9196, STARCHROOM LAUNDRY JOURNAL. 4

NO-TRUX EXTRACTOR BASKETS, 54" AND 36", EXCELLENT CONDITION, LIMITED QUANTITY. WILLIAMS LAUNDRY MACHINERY CO., INC., 39-14 89th STREET, LONG ISLAND CITY 1, NEW YORK, TELEPHONE, STILLWELL 6-6444. 9201-4

BELT DRIVEN WOOD WASHERS, GOOD CONDITION: ONE 48x84", \$180; TWO 34x72", \$480 EACH; ONE 48x60", \$350; ONE 48x54", \$300; ONE 34x50", \$250. ONE 36" BELT DRIVEN AMERICAN EXTRACTOR, \$150; ONE 30" BELT DRIVEN, \$150. ADDRESS: Box 9202, STARCHROOM LAUNDRY JOURNAL. 4

American TILTOR SHIRT UNIT, perfect condition, \$1,050. Prosperity Speedster Shirt unit, \$275. Terry 24" Extractor with safety device, D. C. motor, \$250. West Side Laundry, 450 W. 31st St., New York 1, N. Y. Telephone LOngacre 3-3700. 9205-4

For Sale—Small Laundry consisting of the following equipment: Three wood American Laundry washers, sizes 30x48", 34x30", 5 h.p. General Electric motor. One 24" extractor. One American Laundry shirt unit, complete, 2-girl. Two American Laundry Machinery Co. body presses, air operated 38" and 48". One Westinghouse air compressor 1/2 h.p. One American Laundry double unit dryer. One American Laundry ironer, 8-roll, 100". One Leffel boiler and stack. One 250 gal. hot water tank. All shafts, pulleys and belting for operation. Owner going out of business. Address: The Tannersville Ideal Laundry, Claude W. Campbell, Jr., Tannersville, N. Y. 9207-4



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## When Laundry Men Buy Advertising

They want exactly what the display advertiser wants — results. When they get ready to invest \$3, \$4, or \$5 in a classified ad, they ask themselves which laundry paper they like best, which one they spend the most time with, which one they themselves look to for advertising information about machinery and supplies.

What's their choice? *Starchroom Laundry Journal*. More than half of all classified ads placed by laundry men in all laundry publications were inserted in *Starchroom Laundry Journal*, during the first nine months of 1950.

That's what laundryowners and executives think about *Starchroom* as their own advertising medium.

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<b>Z</b>	
Zenith Electric Co.	95



# 3 Erusto Sours to simplify your souring operations

Erusto Sours penetrate the load thoroughly and uniformly—neutralizing excess alkali to the desired pH. That means less flatwork rolling, brighter backgrounds, softer fabrics. It means more satisfied customers for you.

Erusto Sours are a natural follow-up to the last rinse. They substantially reduce or eliminate yellowing, gray cast, and alkaline irritation to the skin. Made by an improved chemical process using high quality raw materials, Erusto Sours were developed *exclusively for laundry use.*

- All are safe for fabrics
- All may be used dry-to-the-wheel or in solution
- All give you low souring cost per load

All in all, Erusto Sours help to simplify your souring operation and to give fabrics that pleasant "feel" your customers like so much. Call your Pennsalt distributor today!

## LAUNDRY HELPS

Your Pennsalt service man is a good technician himself. He can point the way to practical, money-saving washroom methods.



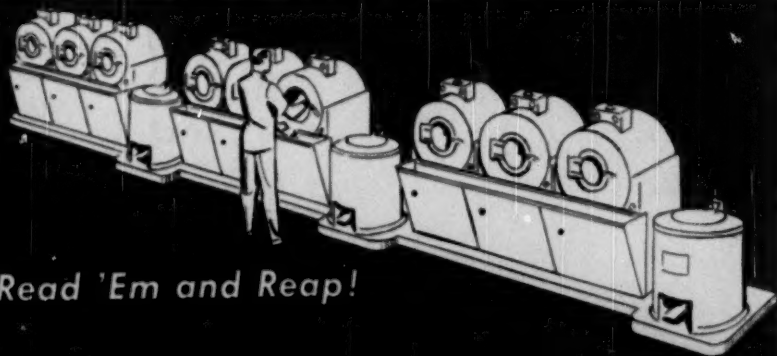
MAIL THIS COUPON FOR HELPFUL SERVICE BULLETIN!



### laundry and dry cleaning products

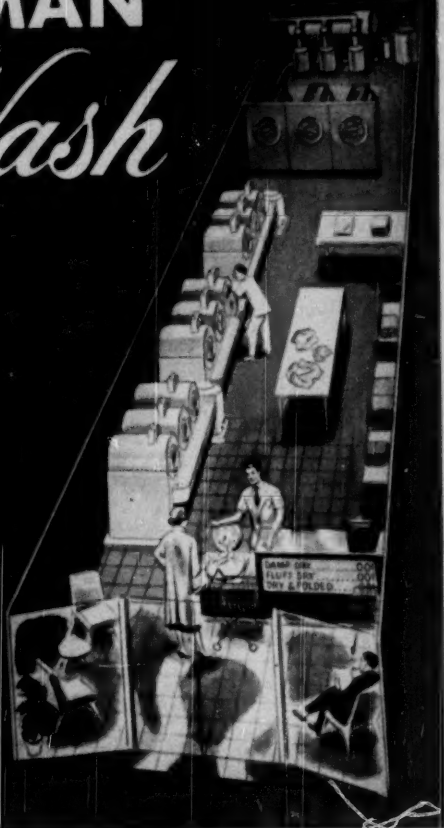
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